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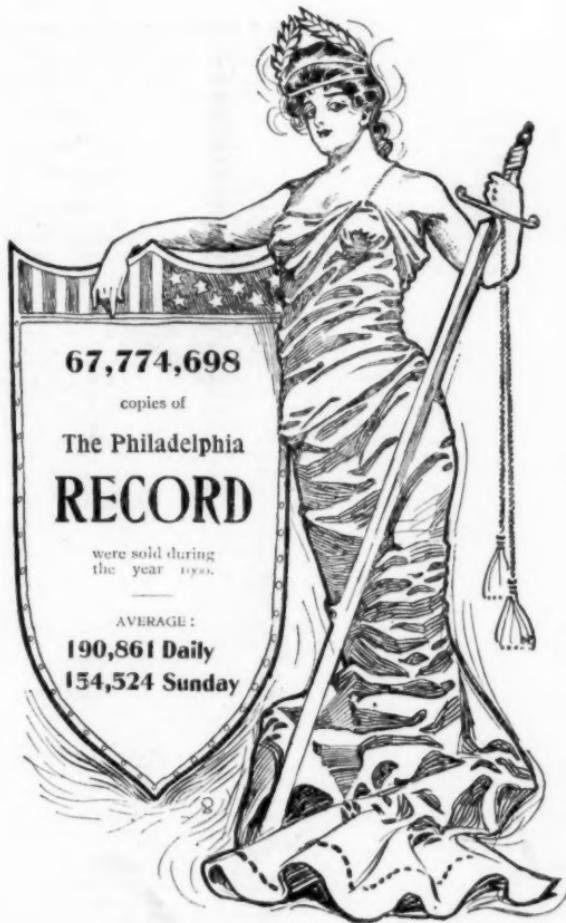
PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXIV. NEW YORK, JANUARY 16, 1901.

No. 3.



R·I·P·A·N·S

They Have an Enthusiastic Advocate in Jersey City.

252 Ninth Street, Jersey City, N. J., Dec. 30, 1900.

It has been my intention for the past three years to write telling the great benefit Ripans Tabules have been to me. What I tell concerning my case is the truth in every detail, and I can give you the names of parties who will bear me out in every word. Six years or over ago I was completely broken down by over five months' constant watching and anxiety by the bedside of my dying father. During that time I used an immense quantity of chewing tobacco, in fact some days three and four ounces. When the strain was over I broke down. I suffered from mental depression, loss of appetite, a continual dizziness. At times my mind seemed to turn everything wrong. For several weeks I was afraid to go to my office without being accompanied by either my son or daughter for fear I might commit some act or injury to some person. All this time I was taking medicine, prescribed for me by one of the leading physicians of this city, with some benefit—but not a complete cure. A friend, Frederick R. Smith, salesman at the silk counter at Altman's dry goods house on Sixth avenue, New York City, recommended Ripans Tabules to me, and I thank God he did so, for through their use I am to-day a new man, and if the glass bottle of Ripans I continually carry with me could not be replaced, though a poor man, five hundred dollars could not buy its contents from me. Now, whenever from carelessness in what I eat, I feel any unpleasantness, bad taste in mouth or signs of headache, at once I take a Ripans and not once for the past three years has it failed to help me. Sometimes it is six weeks to two months before I feel in need of a Ripans, but I always have them with me in case of need. My work is entirely clerical. I am and have been for the past nine years, in the Auditing Department of the U. S. X. Co., corner Eighth and Henderson Streets, Jersey City, N. J. I am forty-five years of age, born in Chatham, Col. Co., N. Y., and for the past seven years Jersey City has been my home. There are employed in the Auditing Department about two hundred men and boys, and I can truly say that I have persuaded fully twenty-five or thirty to use Ripans, and in not one case have they failed to do all and much more good than is claimed for them. Not alone in Jersey City have I advocated the benefits of Ripans Tabules, but in Saratoga Springs, N. Y., where I resided for twelve years before I came to Jersey City. My wife's family and relatives are all at Saratoga and their names are legion. I have given the news to them of the benefits I have derived from the use of Ripans. One great beauty about the Ripans Tabules is that you can take them every day for six months without any ill feeling in the very least, and can stop at once. The use of the Ripans Tabules does not lead the system to relying on the continual use of them to keep in order. I wish I could better express how I feel about Ripans. Any one can ask Mr. Smith at Altman's what I think about them, and I think he will express himself rather forcibly in regard to the matter. I believe every man, woman and child should try them. If everybody knew their merits great suffering would be relieved. I would say I keep from six to eight boarders the year around and Ripans are fully recommended to them all. If any one will call at my home and have a talk with me I would be able to give many points much better than I can give them by letter. I am home every evening with the exception of Wednesday any time after 5 p. m. My residence is opposite Hamilton Park, next door west of St. Michael's Church on Ninth Street, Jersey City.

OTTO B. MERICK,

252 Ninth Street, Jersey City, N. J.

There is scarcely any condition of ill health that is not benefited by the occasional use of a R·I·P·A·N·S Tabule, and the price, 10 for 5 cents, does not bar them from any home or justify any one in enduring ills that are easily cured. For sale by druggists.

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ENTERED AS SECOND CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

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THE BATTLE OF THE CITIES.*

It was sometime in the latter part of the eighties, or not later than a year or so over into the nineties, when a long train of locomotives tooted their last farewell and rumbled away from the town of Shoshone, in Idaho, to the town of Pocatello, in the same State. The engineers and the firemen and the workmen from the yards waved their hats and handkerchiefs to the vanishing city. So much of the populace as was to remain in the place stood at the station. The storekeepers at the doors of their establishments signalled a melancholy good-by to what had been the life of the locality.

The railroad round-houses were being removed. Pocatello, through the natural advantages of location and through the building of a line of railroad from Salt Lake City to Butte, had won out in a long fight with a settlement which had once been one of the most promising in the inland Northwest.

Ten years later the city of Shoshone had not recovered. Some of its stores had closed their doors and followed the locomotives to Pocatello. On scores of houses, formerly inhabited by the men of the rail, shutters were put up, never to be lowered until the walls should fall into decay. The population had decreased. Business had shrunk. Even the churches had been deserted and left unused.

To-day Shoshone stands on the sagebrush desert, distinguished only by the fact that it is the connecting point for the wonderful falls in the Snake River which bear its name. In the heart of

the few inhabitants lies a low hope that circumstances will some day change, and the glory of a big population be enjoyed.

Pocatello, on the other hand, has grown from a shanty and a barn to a town with sidewalks. Overland trains feed their passengers at its great depots. Farmers and stockmen bring their cattle to the warehouses and the corrals. The railroad shops keep the air alive with the ring of hammered steel and the puff of engines. Circuses and dramatic companies seldom pass the opera house or the big lot on the edge of the town without giving one or two night performances. The diminutive newspaper is almost ready to become a daily. And the community in general feels its feed and its brains sufficiently to give it the political courage, should the general drift of things not be satisfactory, to oppose the capital which lies, with all its influences, at the other end of the State.

If one could go back far enough, the beginning of all cities might seem to be like that of these two in the Far West. Elsewhere the aspect of the rivalry, of course, is much broader, but it has the same fundamental characteristics.

Beginning with the conflict between Boston and New York, which, although by this time old enough to have worn itself out two or three times over, still goes on, there is a perpetual alignment of antagonistic municipalities along the entire seaboard of both the Atlantic and Pacific and the Gulf coasts. Galveston is raiding the territory that once indisputably belonged to New Orleans. Newport News is burrowing like an insinuating beaver into the storehouses of trade accumulated throughout the Eastern and Middle States for shipments to New York. Tacoma

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and Seattle increase their ocean carrying trade over 500 per cent in ten years, while San Francisco changes backward 25 per cent.

At the headwaters of the Mississippi two cities at war—the famous "Twin Cities" of St. Paul and Minneapolis—have made a brilliant spectacle in rivalry of enterprise during the entire life of the present generation. Down the Mississippi valley, from Chicago at the southern edge of Lake Michigan to New Orleans at the inner terminus of the great jetties that render the mouth of the "Father of Waters" navigable, are ever increasing aggregations of civic force putting up against one another their greatest industrial, social and political efforts. St. Louis, the largest and most powerful of what may be called the valley cities, works incessantly to overcome the handicap of Chicago's location, Omaha by the aid of two main lines of railroad whose chief offices are within its streets, struggles valiantly against the superior numbers and the better strategic position of Kansas City. Sioux City, once Omaha's most threatening competitor, gains one of the termini of the Great Northern Railway and increases its hopes for regaining the trade which only strange circumstances ever caused it to lose.

Rising clouds of coal dust, the roaring and ringing of iron and steel factories, the whistling of lake boats and the whirring of waters beaten by fans and screws, sound lively and fiercely around the Great Lakes where Sandusky, Toledo, Detroit, Cleveland and other points are at commercial enmity. The Ohio River is a fortified channel of commerce banked with the strength of Cincinnati and Evansville and Louisville.

Columbus and Indianapolis and Pittsburg, interior centers of thrifty States, whose products are much alike, throw artillery at each other, as it were, across State lines and over mountains and plains; while occasional shots of solid coal and iron reverberating through the proud air over all three of these cities give notice of the power that is accumulating in the far South, so long barren and so long con-

taining undeveloped riches under its warm sod.

Of course, the rivalry that over-tops all the rest is that of Chicago and New York. For fifteen years or more the Windy City has been steadily pressing not only upon New York, but upon all the big cities of the East. Building up from the wealth of its pork and beef-packing and grain business to the point of holding a score of large railroad systems centered in its thoroughfares, and of becoming the unquestioned distributing emporium for the extensive country of which it is the geographical pivot, it has accumulated all the elements necessary to municipal strength, and has made itself talked of and typical throughout the world as an American city. Pioneering in the matter of tall buildings, always publishing in the most broadcast manner possible anything that could advertise its name, including alike the inventions of uniqueness and iniquity: hearding the older culture of New York by making a place for the despised Theodore Thomas; challenging the traditions of education by planting a handsomely endowed, made-in-the-mould university on the level plains of its uninteresting suburbs, and then, after absorbing a hundred miles, more or less, of surrounding territory and population, astonishing its Atlantic competitor by securing the World's Columbian Exposition on the ground that it was the most central and the most natural place for the American people to exhibit themselves and to invite the nations to participate with them—Chicago won recognition as the second city in the United States.

With the era of strife for recognition passed, the rivalry widened out into the broad contest for the control of the national and international lines of trade and commerce, and for the manipulation of the very delicate machinery of finance which governs and regulates all the balance of the civic activities. New York, as the chief seaboard of the country, is interested in compelling all trade and finance to become tributary to the main stream of international traffic that flows between the Atlantic

and the Pacific. Chicago, on the other hand, as the central inland city, is interested in the development of all possible facilities and the opening of all possible lines and outlets of traffic. Her citizens, perforce, support the propositions leading to the improvement of the interlake navigation and the clearing of the waterway from the Lakes to the ocean via the St. Lawrence River. They unite in the pressure upon Congress which has resulted, after years of urging, in the completion of the Dredge Canal, whereby the Great Lakes eventually will be directly connected with the Mississippi and the Gulf. And now, when the cities of the Middle West generally are reaching the state of prosperity and stability that has long marked the condition of the larger cities on the eastern side of the Alleghenies, and are looking for the most convenient points in which to concentrate their surplus and to finance their future undertakings, Chicago bankers and money-men exert their power and enterprise to prevent the gold which accumulates from the huge volume of business of the interior from traveling to far away New York and being redistributed from there. Within the past three years Chicago has been the center of an extensive movement whereby the West has been furnishing the money to move its own crops and to float its own industries. Competent authorities estimate that during 1898 and 1899 more than \$250,000,000 was thus withdrawn or withheld from the New York banks, and that within the last six months of 1899 over \$70,000,000 was loaned to railroads and industrial corporations that under former conditions would have been parcelled out from New York.

The financial is by all odds the most serious aspect of the municipal rivalry between the two typical cities of the Atlantic and the interior. The monetary center is always likely to be the national center, and Chicago's marvelous energy, coupled with its commanding territorial location, certainly may give the metropolis of the country ground for at least a little uneasiness. How much of a han-

dicap Chicago has to overcome, however, is shown in the total clearings of the two cities for 1899: New York City.....\$57,368,230,771 Chicago 6,368,946,314

Next to the Chicago-New York affair in liveliness and stretch of interest has been the long contention between Chicago and St. Louis. These two aggregations of busy and ambitious metropolitans—composed in great part of the same character, St. Louis having perhaps the larger number of Germans and Chicago the larger number of Irish—dispute the title to consideration as the central city of the continent. St. Louis heralds itself as the "largest city on the largest river in the world." Chicago admits no restrictions to its largeness, and seems to proceed upon the theory that if it is not already, it can be made to be and therefore will be the largest city on the largest lake at the head of the largest river in the center of the largest nation in the world—barring China. St. Louis stands nearer to the grain and agricultural belt than her rival. She is the natural feeder from the West into the South. Coal, iron and zinc come up from her immediate neighboring country by the train-load. She has an open route by water to the sea. She is on at least one of the lines of international traffic. Yet Chicago has more than three times the population of St. Louis. Her buildings are bigger and handsomer and more numerous. The volume of her trade is greater. The amount of gold in her banks is higher up in the millions.

POPULATION.

Chicago (estimated).....	1,900,000
St. Louis "	631,000

BANK CLEARINGS.

Chicago	\$6,612,313,61
St. Louis	1,638,348,203

WHEAT RECEIPTS (INCREASE FROM 1890 TO 1898).

Chicago	250 per cent
St. Louis	33 per cent

HOGS PACKED.

Chicago	6,747,265
St. Louis	1,238,810

St. Louis, however, is no dragging member in the strife. Although, notwithstanding her struggling enterprise and sturdy determination, she is compelled to contemplate the superior push and great start of Chicago as it wres-

tles much from her that she might well call her own, she gets her citizens together, and in the stillness of her boards of trade and traffic associations shows that she has been making inroads upon New York and Boston only slightly less than those made by Chicago. Within the past ten years the shoe and leather manufacturing has been gradually drawing away from its old haunts around Boston and Lynn and hugging closer to the source of production of the raw material in the Far West. St. Louis shoe drummers are now as ubiquitous as those of the East, and the city boasts of the largest factory in the United States under one roof.

BOOT AND SHOE TRADE OF ST. LOUIS.	
Manufactured product.....	\$11,375,000
Jobbing distribution.....	25,266,000

These figures are second only to those of Boston.

Similarly in dry goods and hardware St. Louis has been fighting against New York, Chicago, Boston and the interior cities of Pennsylvania, on the ground that it is the natural distributing point for all the territory lying west and south and northward to the edge of the natural zone of Chicago. Great zest has accompanied the dry goods phase of the war, the situation having been at about "Love-all" until the Spanish war, when St. Louis took advantage of the blockade of business on the Atlantic and finally and irretrievably captured the Southwest. St. Louis figures are now about as follows:

Dry goods	\$45,000,000
Hardware	20,000,000
Woodenware	7,500,000
(Largest output in the United States.)	
Groceries, lbs.....	60,000,000
Candy, lbs.....	35,000,000
Tobacco, lbs.....	45,000,000
(One firm put out 27,500,000 pounds of plug tobacco.)	

At St. Louis is represented also another of the typical sectional contests of the country. By the opening of enormous forests of hardwood in the South, there has been an outflow of valuable woods in competition with those which formerly proceeded chiefly from the North and Northwest. St. Louis, with vim and enterprise, has taken this flow into its corral and branded it with its own mark,

until at the present time it is the greatest car manufacturing city in America, and is rapidly taking away from Racine, Detroit, Minneapolis and such places the supremacy in the manufacture of all kinds of furniture.

Likewise in the vicinity where the Missouri and the Mississippi bring their muddy and powerful waters into union, is typified the westward movement of the iron and steel industries. Standing in the midst of the coal and iron regions of Missouri, Kansas and Oklahoma, at the foot of the slide where the same products from Colorado may land, near the Memphis gateway to the new iron and coal resources of Alabama, Georgia and Tennessee, St. Louis has already become one of the most important of the makers of structural iron. But the making of structural iron and the hammering out of all manner of things metallic is becoming the specialty of all the principal cities between the iron and copper mines of Minnesota and Wisconsin, and the mountains of Alabama; St. Louis, therefore, is likely to have the severest struggle in its trade history to maintain any ascendancy. At Cleveland, in Ohio, such institutions as the American Steel and Wire Company are creating immense business, affecting all phases of municipal life. More industrial corporations were floated in Ohio and its vicinity—or at least had their centers of operation there—in 1899 than in all other portions of the United States combined. Cleveland, in particular, reflected the effect of the "combine" movement upon municipal life and strength, the bank clearings of the city advancing over 75 per cent in the seven years between 1892 and 1899, and the population increasing from 296,000 to 400,000 between 1890 and 1899.

What may be called the Lake Cities—those that lie within the mineral radius, as contrasted with those which, while lying within the same radius in whole or in part, are properly called River Cities (i.e., Cincinnati, Evansville, Louisville and St. Louis) have behind them almost the same railway necessities as the latter to

draw upon their iron and steel manufactures, but they have also the immeasurable advantage of the demands which originate in the heavier water craft of the inland seas. Points like Cleveland, Sandusky and Toledo can scarcely be expected to get an ultimate lead over St. Louis, but their rapid growth since the iron, coal, oil and lake resources were opened up on a large scale foreshadows probably the most intense municipal struggle that has yet taken place.

The following statistics of population and bank clearings for the periods between 1890 and 1899, and between 1892 and 1899 will reflect fairly well the present status of the conflict:

	POPULATION.	
	1890.	1899.
Cincinnati	296,908	405,000
Cleveland	261,353	400,000
Detroit	205,876	343,000
Milwaukee	204,468	290,000
Minneapolis	164,738	225,000
St. Paul	133,156	200,000
Indianapolis	105,436	200,000
Toledo	81,434	160,000

	1892.	1899.
Cincinnati ...	\$750,789,400	\$748,490,350
Cleveland ...	296,577,748	518,638,779
Detroit	364,182,629	415,073,499
Milwaukee	358,268,310	286,584,023
Minneapolis	438,053,318	539,705,249
St. Paul	271,125,301	239,306,455
Indianapolis	118,616,627	147,373,443
Toledo.....	68,223,952	99,177,994

Were it not that the antagonism between Chicago and St. Louis has been of so much national moment as to foreshadow everything else in the West, the valiant battling of the City by the Kaw—Kansas City—against St. Louis would forge forward as one of the most highly dramatic and determined of all the innumerable contests. Hardly a score of years has elapsed since these two places made common cause against the Windy City in an effort to control the agricultural and live stock business west of the Mississippi and, south of the Ohio, but as St. Louis pushed up into the first class, Kansas City was relegated to the leadership of the group of cities along the Missouri, including Omaha and Sioux City. Without much difficulty St. Joseph and Leavenworth—at one time the great trading posts for all overland travel—were distanced, and with more difficulty, but with none the less of

success, Omaha and Sioux City were put to the rear. Recently—that is, within the late period wherein the live stock business of Chicago has been working westward—Omaha and Sioux City have both gained big packing houses and stockyards, but Kansas City has used much of the same sort of vim that built Chicago on the Illinois swamps, and is far and away ahead of its competitors. Kansas City boasts of but one railroad system less than Chicago, having twenty systems and thirty-nine lines of road at the close of 1899. Although St. Louis perhaps is the greatest maker of agricultural implements, Kansas City is in the same business for keeps, and already proves that it holds the greatest distributive trade in this line, the total amount being of \$18,000,000 value annually.

One of the determining factors in the future of Kansas City probably will also be a determining factor in the destiny of most of the cities that lie westward of the Blue Ridge. That factor is the relative population and industrial and commercial strength of the cities along the Gulf. As yet there is but one conspicuous rivalry along these warm waters, but others are arising, and all of them are typical of conditions more or less revolutionary in their general effect upon the country. For reasons too remote for analysis in this article, Galveston, with Kansas City and Chicago vim behind it, has been making terrific inroads upon the commerce that once almost exclusively belonged to New Orleans. The following tabulation shows the situation:

	BANK CLEARINGS.	
	1892.	1899.
Galveston....	\$276,468,652	\$345,923,700
New Orleans.....	508,199,283	458,219,218
	COMMERCE.	
	1890.	1899.
Galveston.....	\$25,160,487	\$81,342,270
New Orleans..	122,785,054	98,628,244

Mobile, too, under the stimulus of the activities in Alabama and the other Southern States, has been growing (while New Orleans has been going backward), the increase of commerce between 1890 and 1899 being from \$3,479,444 to \$10,485,072—or nearly threefold.

It is not so much, however, the

question of the rapidity with which Galveston or Mobile may advance as compared with New Orleans, that promises to influence the standing of the Western cities. It is rather the question of how much the enterprise of these two cities—with the aid of the new port and town of Port Arthur—may stimulate co-operation among all the cities of the Gulf and thereby line up a strong force in a fight against the North Atlantic and the Great Lakes. Within five years Galveston has pulled away from New York, Boston and Baltimore the supremacy in the handling of cotton, and is rapidly taking from all other points the first position in the handling of the Southwestern corn and wheat. Mobile is gaining an iron and steel and wood-work business which formerly did not fall south of Baltimore, and it has some promise ahead of developments in shipbuilding. Many great influences are at work, including that of the powerful Illinois Central Railroad, to compel the exports of the Mississippi Valley to take the natural and water level route to the ocean via the "Father of Waters," rather than to climb the mountains that intervene between the West and the Atlantic. A more or less sectional feeling has grown up, extending westward to Denver, favoring the diversion of Western products of all sorts to the Gulf. If it should so develop that sufficient inhabitants and sufficient wealth concentrate in the Gulf cities, it seems likely that the Atlantic cities will find their aggregate of traffic seriously impaired—or at least, their sources of it seriously diminished—and that such places as Kansas City, St. Louis, Memphis, and perhaps Omaha will be materially aided in their efforts for growth and greatness by the additional and shorter route to the sea afforded by flowing down the natural drain of the continent to the mouth of the Mississippi.

Against such a contingency as the last named, all the tremendous forces of the East seem to be more or less arrayed. At any rate, the great railroad combinations of 1898-1900 appear to have originated in New York and its compeers,

and to have to do with the centering of the main lines of traffic along courses north of the Ohio. In the latter part of 1899 Kansas City's direct outlet to the Gulf—the so-called Pittsburg and Gulf Railroad—was absorbed by the same financial elements that reorganized the Union Pacific and Oregon Short lines, and that combined the Chicago & Alton and the Kansas City Southwestern, as lately as June of the current year. In this latter month also a combination was effected between the Illinois Central and one of the trunk line roads to New York in order to perfect the Central's connection with Omaha and the Far West.

Further, Newport News, whose burrowing into the business of New York, Baltimore, Philadelphia and Boston has long been creating more or less alarm, was virtually taken into the Atlantic consolidation when it became a part of the combination, or the rumored combination, of the Baltimore & Ohio, Chesapeake & Ohio and Pennsylvania lines. And, as if further to buttress in the flow of commerce so that it could not possibly move southward, the steamships on the Great Lakes were admitted into the fold by a traffic agreement with the so-called Eastern trunk lines.

Of course, westward of the zone of conflict of which Kansas City is the central point, lies a field where the elements are too new and too primitive to determine fixed lines or to suggest future probabilities. Colorado, Utah, Idaho and Montana produce coal and iron, in addition to their precious metals. On the basis of these substances Pueblo may become a second Pittsburg. Butte is already unique in its remarkable copper mines. Salt Lake City has made a greater portion of its riches—as Denver has done—on silver and gold. But all of these cities—save Butte, whose sulphur fumes are deadly to most vegetable life—have the manifold elements to build upon that are to be found in the older vicinities of the Ohio and Mississippi, and they have yet to measure their final forces. Their individual strength may prove to

be so great as effectually to scatter the transcontinental lines of traffic that are now forming and to repeat in the West the same long struggle for municipal position that has occurred in and around the Great Lakes and the Mississippi River.

San Francisco and Puget Sound will watch this conflict with the same interest that New York and Boston have watched the conflict in the Middle West. San Francisco stands now in the matter of population in the ratio of three to one to the two principal cities of Puget Sound combined, and in the matter of bank clearings as follows:

San Francisco.....	\$970,715,759
Seattle	148,721,957
Tacoma	

But the Puget Sound cities are making the faster growth in the matter of total exports and imports, as the following table shows:

	1890.	1899.
Puget Sound...	\$3,631,434	\$23,254,938
San Francisco..	85,627,314	65,206,371

What lies on the continent of America back of the Pacific coast and eastward to the crest of the Rockies will probably have as much determining influence as will the future commerce with the Orient in the rivalry between San Francisco and Puget Sound. Puget Sound has in its immediate neighborhood the greater amount of wood and fuel for the purposes of commerce, but San Francisco has in its neighborhood the greater and richer region for the general support of population. Years will elapse before the two districts will reach the point of competition with the similarly situated cities of the Atlantic, but already there are plans afoot for compelling much of the shipping which hitherto has gone from the Atlantic ports to the Orient, via Suez, Cape Town and Magellan, to cross the American continent first and to take ship at the edges of the Pacific. Ultimately this can but mean the rivalry of the two shores.

WHY?

Many advertisements induce one to ask this question in regard to great cuts in prices, but give no reason. Such a business announcement lacks the one great point that would make it good.

PRINTED IN ARABIC.

Four newspapers and one magazine printed in Arabic are among the literary curiosities of New York City, less known in this city than in Egypt and Syria, perhaps, for the periodicals circulate widely among Syrians in the United States, Canada and in Europe, and even go, censored, to the old homes in far-away lands. One paper for a time was a daily, but the editor objected to working too hard, and nobody else wanted the job, so the paper became a semi-weekly. Local news is not featured, but world news, and especially European politics bearing on Turkish affairs, get the scare heads. Secrecy is observed as to the workers on these publications, for the Turkish government has an eye on them and might find ways to make life unpleasant for them even in New York.—*Fourth Estate*.

The idea of advertising to people to send for a booklet before the booklet is prepared is all wrong, but there are times when some of the evil effects of this course may be in part, at least, turned aside. For instance, a good personal letter addressed to all who send in requests notifying them that they will receive a booklet just as soon as it is off the press, and requesting a personal call will do a great deal.—*Advisor*.



A POSSIBLE ADVERTISING MEDIUM OF THE NEW CENTURY.

THE FIGHT AGAINST ADVERTISING DISFIGUREMENT.

Writing on the foregoing subject in the January *Scribner's*, Arthur Reed Kimball, commenting on the general impression that advertising disfigurement is confined to America, has this to say:

Such "enterprise," however, is by no means the monopoly of American exploitation. Sir Martin Conway records that, while cruising on the west coast of Sweden, he was horrified by encountering no less a vandalism than the "brutalizing the bays of the Vikings," the defacement of "a vertical rock rising straight out of the sea," which he found to be "painted all over in huge white letters with advertisements." Still another example, equally remote, comes from Ceylon, where a friend of Mr. John De Witt Warner (who has discussed this subject recently in "Municipal Affairs") asks him to "imagine" the effect of "a monster advertisement on the roof-ridge of a factory in the center of wild tropical vegetation."

The "Scapa" movement in England is thus commented on:

Perhaps no British institution has been watched with keener interest by not a few Americans than "Scapa"—The Society for Checking the Abuses of Public Advertising—now that it can with truth lay claim to be in a sense an "institution," in large part the gratifying reward of the persistence and skill with which the agitation has been pushed by its honorable secretary, Mr. Richardson Evans. Starting modestly about eight years ago, it now has on its roll over 1,000 members, and, what is of good augury for the future, enjoys, with allied societies, the support of a group in Parliament. This group, though small, is not to be despised even in practical politics, for it includes members of the standing of the late Duke of Westminster, Mr. Shaw-Lefevre, the Earl of Stamford, Lord Balcarres, Sir Charles Dilke, Mr. James Bryce and Mr. W. E. H. Lecky. The list of allied societies includes: The Commons Reservation Society, the Kyrle Society, the Metropolitan Public Gardens Association, the Selborne Society, the Society for the Preservation of Ancient Buildings, the National Trust for Places of Historic Interest or Natural Beauty, and the Wild Birds' Protection Society.

We are told that two efforts were made by the Edinburgh corporation to secure the power to control open-air advertising, one in 1896 and another in 1899, the second successful. The latter resulted largely because the progress of a popular drink secured an option on a site overlooking Princes street and the Mound, which however they consented to abandon.

Some attention is given to the battle in London, where it con-

fined itself to flash-light advertisements and "bus advertisements." PRINTERS' INK has reported the various incidents thither as they occurred. It may not be out of place to record here however, that as a result of the Scapa movement, the municipal tram-cars no longer contain any transparencies, a sacrifice of £1,500 to the city. Of the "fight" in Berlin and France Mr. Kimball tells this interesting story:

The attempt of Scapa to induce the chief commissioner of police to denude the "bus of its placards attracted the attention of Mr. H. Muthesius, technical attache to the German embassy. His report of the Scapa movement, published in the official journal of the Prussian Minister of Public Works, put the "bus in the foreground as an "awful example," with the result that the Berlin president of police issued an ordinance prohibiting advertisements on the outsides or on the windows of public omnibuses. This prohibition accords with the police regulation of public advertising in Berlin, providing that such advertisements are only to be placed on specially prepared columns, boards, etc., and in form must be approved by the local authorities. These public advertising columns are rented out to a contractor who pays, for the privilege of controlling them, \$63,500 a year. This regulation does not affect the right of land-owners or renters to advertise their own business interests on the property owned or rented. In France, every advertisement which can be described as a painted sign is subject to the payment of a fee if displayed in a public place. In this connection it is interesting to give the testimony of an American who has just spent a year in rural France, traveling extensively in the provinces. He writes: "There is in France no such general and outrageous disfigurement of beautiful scenery as one finds here at home. This sort of advertising is in the main confined to the railway lines, and is much more noticeable as one approaches the city of Paris." These disfiguring signboards, whether more or less numerous than at home, have attracted the official eye, and the minister of finance, it is announced, has determined to tax them, though erected on private property—an example worthy of international imitation. For why should a hideous signboard escape, when the useful bank-check pays its two-cent tax?

Of what has been accomplished in our own country, Mr. Kimball chronicles this:

For illustration of what individual effort can do, one has but to point to the campaign of Dr. G. Alder Blumer, who, while a resident of Utica, N. Y., in charge of the State Asylum, cleared the road from the town to his country residence of its advertising signs. Most important of recent announcements is that of Governor Rollins, of New Hampshire. In a published letter, called out

by the indignation of a visitor to the White Mountains over the disfigurement of Crawford Notch, the governor writes: "I intend to introduce a bill in the next legislature to stop that sort of thing." If Governor Rollins induces New Hampshire to lead the way, what may not be hoped for from the example? Some States, strange as it may seem, already have laws indirectly affecting advertisements. In New Jersey any city that cares to has the right to pass an ordinance regulating or restricting public advertising. Ohio has a similar law, including villages as well as cities, but confining the restrictions practically to the advertisements of non-residents. San Francisco has an ordinance protecting telegraph, telephone and electric light poles from advertising disfigurement, and prescribing that signs on buildings shall not be over three feet high and those on any premises not over ten feet high. Chicago gives distinct recognition of aesthetic rights in an ordinance passed last July, which, in addition to determining the size and heights of signs and billboards, forbids their erection on a boulevard, pleasure drive, or residence street, without the consent, in writing, of three-fourths of the residence and property owners on both sides of the street in the block where it is desired to erect such sign or billboard.

UNMAILABLE.

The following articles are unmailable, viz.: Poisons, inflammable and explosive articles, fatty substances, easily liquefiable substances, insects (except queen bees), live or dead animals not stuffed, reptiles, confectionery, pastes or confections, fruits or vegetable matter, and substances exhaling a bad odor, and every postal card upon which, or letter upon the envelope of which, obscene, lewd, indecent or lascivious drawings, terms, epithets or language may be written or printed, and all matter concerning lotteries, so-called gift concerns, or other similar enterprises offering prizes, or concerning schemes devised and intended to defraud the public, or for the purpose of obtaining money or goods under false pretenses.—*Chats Among Ourselves.*

REAL AMERICAN.

In a report to the state department Consul Fleming at Edinburgh says that in Scotland to say a thing is American is to commend it. He quotes a recent case of a Scotchman who had invented something he could not dispose of, although it was a valuable device. Thereupon another ingenious Scotchman advised him to advertise it as "the latest American invention," which he did, effecting a sale at once at a good profit. Among the placards in the windows of the leading stationery stores in the city is one which reads: "Real American playing cards," the word "real" being underlined.—*St. Paul (Minn.) Dispatch.*

NOT A BAD COMPARISON.

The first money spent in advertising a general article is like a pier under water upon which a structure is to be raised. The pier is not seen but it is there, and it is indispensable.—*Advertiser.*

WRITING ILLUSTRATING AND PRINTING FOR ADVERTISERS

Among my present clients are
A Philadelphia publishing house,
A Philadelphia farm specialist,
A Philadelphia advertising agency,
Two New York advertising agencies,
and other large concerns.

Here is a letter from the farm specialist:

* * *

Philadelphia, Jan. 2, 1901.
Mr. HOLLIS CORBIN,
253 Broadway, New York.

DEAR SIR—I have done a great deal of advertising with circular letters and mailing cards, and through agricultural papers and high-class magazines.

At different times I have employed some of the leading advertising specialists in New York, Chicago and Philadelphia.

I am now to inform you that the several kinds of advertising matter you have prepared for me have brought considerably better cash returns than any prepared by the other specialists.

You have certainly mastered the advertising business and the English language—a rare combination.

And your moderate prices make it cheaper for me to employ you than to prepare the matter myself. Yours very truly,

125 Filbert St. W. M. OSTRANDER.

* * *

I plan, write, illustrate and print advertising matter of all kinds.

I want to hear from large advertisers who can see the wisdom of paying fair prices to a competent specialist.

I want to hear from such small advertisers as have substantial reasons for expecting to develop into large advertisers.

LOW PRICED MAILING CARDS.

For manufacturers and jobbers who would like to experiment with a small series of illustrated mailing cards, but who do not feel warranted in the expense of the kind generally recommended by advertising men, I have a special proposition to make.

I am furnishing some strong and very meritorious mailing cards, in series, for less than half the prices charged for cards that are only a trifle better in some respects and no better in the manner of presenting the advertising argument.

Send for samples.

I also have a particularly attractive mailing card proposition to make to enterprising retailers.

* * *

Parties in New York City may call me by telephone (5121 Cortlandt) and my representative will promptly put in an appearance if so requested.

Or a letter will bring a letter in return if you prefer to correspond before giving up any time to an interview.

How about a booklet, or a catalogue, or a folder, or a series of trade paper or newspaper or magazine advertisements?

Hollis Corbin,
253 Broadway,
NEW YORK CITY.

THE A. A. A. AND A. A. A. A.
From the Advisor.

The Association of American Advertisers represents an accumulation of wealth running up into hundreds of millions of dollars.

The American Advertising Agents' Association represents a mountain of indebtedness to the newspapers.

The Association of American Advertisers is composed of the strongest and best advertising firms in America. Its members are men of brains as well as possessors of wealth. This organization controls advertising, and its members are free, independent agents. They may do as they please.

The American Advertising Agents' Association is composed of a few advertising agents who are always indebted to the newspapers and are dependent, instead of independent creatures. Most of them are designated in the trade as "slow pay." There is one agent in that association who is known to "hold up" small bills against him of \$15 and upward for periods of time running from three months to a year. He is one of the principal officers of the organization.

The Association of American Advertisers asks no favors of the newspapers of America. It is in the field for one purpose only, so far as newspapers are concerned, and that is, to see that its members get what they pay for, and, further, to devise ways and means of preventing any of its members from being charged more for advertising than they should pay for the amount of circulation given.

What the object of the American Advertising Agents' Association is no one knows. Its ostensible aim is to have the newspapers define what an advertising agent is, and pleading for excluding many advertisers now in the field from receiving agents' commissions. The position assumed by the agents' association is ridiculous in the extreme.

An ordinary agent is an agent.

An advertising agent is not an agent.

Those advertising agents who

are not copy chasers or brokers are independent dealers.

Under the constitution of the United States every man is entitled to engage in legitimate business or commerce "without the aid or consent" of any one else.

There is a great howl going up all over the land against trusts. What is the agents' association trying to do, if it is not engaged in establishing a trust?

And on what are they endeavoring to build this trust?

Wind and debts! Nothing else.

If the agents' association really amounted to anything, or was engaged in an honest enterprise, it would invite all advertising agents to join its association; but it has not done so—and therefore it is an embryo trust, without visible means of support.

There are several large agencies which could not be induced to join this organization under any circumstances. Therefore it is not a case of "sour grapes."

The organization which deserves the consideration of the newspapers is the Association of American Advertisers, and not the American Advertising Agents' Association.

POET—I've called to see about the poem I left here last week.

Editor—What was it?

Poet—it was a realistic piece, entitled "The Gallant Fireman."

Editor—I'm afraid it was too realistic. It probably went to the fire.—*Philadelphia (Pa.) Press.*



THE ROADSTER CYCLE SHOPS, OF CAMDEN, N. J., MANUFACTURE THE "ADVERTISING TRICYCLE" PICTURED ABOVE. THE TRICYCLE IS PROPELLED BY A BOY, AND MAY BE USED FOR PARCEL DELIVERY. IT HAS SPACE ON EVERY SIDE FOR ADS, WHICH MAY BE EASILY CHANGED. THE PRICES ARE FROM \$20 UP.

Globe's Circulation For December.

Ernest P. Hopwood, superintendent of circulation of the St. Paul GLOBE, being duly sworn, deposes and says that the actual circulation of the St. Paul GLOBE for the month of December, 1900, was as follows:

**Total for the month, 533,250
Average per day, 17,201**

ERNEST P. HOPWOOD.

Subscribed and sworn to before me this 31st day of December, 1900.

[Notarial Seal.]

H. P. PORTER,

Notary Public, Ramsey Co., Minn.

Thomas Gould, being duly sworn, deposes and says: I am an employee exclusively of the St. Paul *Dispatch* in the capacity of foreman of press room. The press work of the St. Paul GLOBE is regularly done by said St. Paul *Dispatch* under contract. The total number of copies ordered printed by said GLOBE from the 1st until the 9th of December, 1900, inclusive, was 156,150; and every day a slightly larger number than ordered was actually printed and delivered to the mailing department of said GLOBE. THOS. GOULD.

Subscribed and sworn to before me this 31st day of December, 1900.

[Notarial Seal.]

H. P. PORTER,

Notary Public, Ramsey Co., Minn.

John L. Brewer, being duly sworn, deposes and says: I am an employee exclusively of the St. Paul *Dispatch* in the capacity of assistant foreman of press room. The press work of the St. Paul GLOBE is regularly done by said St. Paul *Dispatch* under contract. The total number of copies ordered printed by said GLOBE from the 10th to the 31st of December, 1900, inclusive, was 377,100; and every day a slightly larger number than ordered was actually printed and delivered to the mailing department of said GLOBE. JOHN L. BREWER.

Subscribed and sworn to before me this 31st day of December, 1900.

[Notarial Seal.]

H. P. PORTER,

Notary Public, Ramsey Co., Minn.

Further Proof Is Ready.

THE GLOBE invites any one and every one interested to, at any time, make a full scrutiny of its circulation lists and records and to visit its press and mailing departments to check and keep tab on the number of papers printed and the disposition made of the same.

CIRCULATION FLUCTUATION.

Fixed circulations are a rare thing in this country. Circulations are as mutable as a weather-cock on a stormy day. While most publications have humble beginnings, so far as circulation is considered, the business manager is supposed to see to it that the circulation increases whether more copies are sold or not. All circulations are expected to grow, so a rearrangement of figures becomes necessary on the rate card.

The original rate card is based upon the original—alleged—circulation. It remains the standard of space price until the circulation really takes a boom, or jumps upward in the mind of the business manager. Either occurrence justifies an immediate advance in rates. The fact that other publications are advancing their advertising rates, with or without legitimate reason, is often a sufficient cause.

Circulations increase legitimately when publications, of whatever character, become popular on account of their intrinsic merit, or because some special effort or "scheme" is being worked to push the sales. In both cases the cause of the increased circulation is apparent whether it be the genuine one of merit, or the doubtful one of strained outside effort. The readers of the publication can see the first, and will also know something of the second cause of increase. But where neither intrinsic merit nor special outside efforts exist, where there is no tangible or visible reason *why* the circulation should have increased, and where no special reasons are advanced to account for such increase, we may be pardoned for being skeptical.

Nevertheless publishers have not hesitated to claim increased circulation without explaining it, and have advanced advertising rates on the general principle that the space was now worth more. They have devoutly wished to have an increased circulation, and forthwith the "wish was father to the thought," and the thought be-

gat action, so far as reconstruction of rate card was concerned.

But, here is a curious point in circulation jugglery. We all know that, for various reasons, circulations sometimes fall off a lot. If the quality of the contents has deteriorated in any way, there is likely to be a "slump" in the sale of the paper or magazine; perhaps some editorial utterance, or the publication of a particular article, or a too conservative policy, or the reverse, has given offense to a number of the regular readers. From that time it begins to decline in circulation. Bad business management will often be the cause of the "retrograde march," and another potent factor in hastening the death of many has been the progressive policy and management of its chief competitors.

Numerous causes may injure a paper and give it a decided setback in circulation. There have been many publications at the top of the ladder in their time, but they failed to hold their position, and so they sunk into oblivion by degrees. Yet the publisher or the business manager, who saw the circulation decreasing month after month, and year after year, never took the trouble to rearrange his rate card for the advertiser, as he had often done when the circulation was going up. That was a different proposition altogether. To increase the rates was natural; to reduce them would be a confession of weakness, also of honesty, if the average publisher understood the meaning of the word. What would be thought of the business manager of a publication who would circularize his advertisers to the effect that "In consequence of the marked decrease in the circulation of this paper, it has been decided by the management to reduce the advertising rates fifty per cent, commencing with the next issue!"

But why shouldn't he do it, and be admired for doing it? I'll bet a new hat that the first man who has the courage to do right—and do this, will find that he is successful in the long run.—*Fame*.

Good advertising costs the advertiser nothing. The advertising pays for itself.

THE BRIGGS CONTRACT.*

By Ellis Parker Butler.

The business and editorial offices of the *Stocking, Sock and Leggin Review* are on the tenth floor of a ten-story office building on Fifth avenue, and the *Review* is the leading periodical devoted to the stocking, sock and leggin trades. From the same offices are issued the *Monthly Coffin and Casket Gazette* and the *Modern Pie-Baker*, both journals of high standing in their respective fields. Until a few months ago the same company published the *Air-Ship*, but that "went up," as the editor said.

One afternoon the city advertising manager of the *Stocking, Sock and Leggin Review* stepped from the elevator, and throwing his hat carelessly on his desk, walked into the editor's room and slammed the door behind him. The editor was busy pasting proofs on his form make-up, and merely glanced up as he entered.

"Well?" he asked.

"No good," said the advertising manager.

"Didn't you get anything at all?" asked the editor, in surprise.

"Not a thing," said the advertising manager. "Not a thing but turn-downs."

The editor looked critically at the page he had just pasted, took his half-burned cigar daintily from the edge of his desk, knocked the ash into the waste-paper basket, and swung about in his chair.

"Well, what in sin is the matter with them all, anyhow?" he asked.

"Briggs!" replied the advertising manager. "They won't come in unless Briggs is in. I saw Morgan, and Smith-McKee, and the Corliss-Boggs Company, and a whole raft more, and they all say the same thing. They say that if our paper is such a good thing, Briggs would be in it. Briggs is in all the other stocking papers. He is even in the *Knit Goods Gazette*; and they say that if we brought results, Briggs would be the first to come in."

"Why didn't you tell them why

Briggs isn't an advertiser, White?" asked the editor.

"I did tell them," said White. "I told them all about it, but they don't believe it. I'll tell you what it is. We can't get these New York fellows unless we get Briggs. Briggs is the big man, and they all follow his lead like a flock of silly sheep. You get Briggs' ad back in the *Review*, and I'll get ten pages here in New York the next day. Sure!"

The editor puffed his cigar fiercely a minute.

"Oglethorpe can't do it," he said.

Oglethorpe was the Philadelphia agent of the *Stocking, Sock and Leggin Review*. Briggs is the great Philadelphia leggin manufacturer, the leader of the trade.

"He queered himself with Briggs over that Burgin affair, and he can never get another ad from Briggs," the editor continued, "and I doubt if Briggs will ever come into the *Review* again."

"Well, that's how it stands," said White. "If we don't get Briggs, we can't get the New York bunch."

He rose and stood waiting to be dismissed.

The editor smoked awhile with wrinkled brow.

"Look here, White," he said, at length, "suppose you go down to Philadelphia and have a try at Briggs. He hasn't anything against you; perhaps you can bring him around."

White thought a moment.

"All right," he said cheerfully. "I'll try it. Anyway, I can't do any more here until we do get Briggs, and I might as well have a try at it. When do you want me to go?"

"Just as soon as you can pack a grip," said the editor, briskly. "I'll wire Oglethorpe to come up here and look after this end while you are gone. And you may stay there until you get him. Stay all winter, if you have to, but don't show your face in this office until you do get him," he laughed. "You are banished to Philadelphia," he said, "until you get a contract out of Briggs; and if you do get one, you can just put the amount of it in your pocket for a memento."

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"That's all right," said White. "Who do you see there, old Briggs himself?"

"No," said the editor; "there's a young fellow by the name of Willoughby takes care of the advertising end. He's about your age, and you ought to be able to stand in with him. I'm afraid Oglethorpe is too old and set to manipulate him."

"Well, good-by, if I don't see you again," said White. "I'm going to-night."

"Good-by, and good luck!" said the editor, rising, and shaking hands cordially.

White left the office, and then returned. "I've enough money for a couple of days," he said, "but you had better send me a check to-morrow. I'll put up at the Jefferson until I find a room."

That night White slept in Philadelphia.

White was a good advertising man. He had the hopefulness of youth, and the steadiness of age, and his word was truthful. He had a persuasive tongue, and could state the merits of his paper concisely and well. He was a decent appearing chap, too. The first things one noticed about him were his hair and eyes, both brown, but when you went up against him you soon learned that he had a strong, projecting chin, and it was that chin that carried him from a small Ohio town to success in one of the most difficult professions in New York. That chin meant success.

In the morning White boarded a car and went out to the Briggs factory in Germantown. The office boy took his card and returned at once.

"Mister Willoughby's busv," he said, handing the card to White. The boy dropped into a chair and began reading his soiled dime novel. White took another chair and pulled his morning paper from his pocket. He read it from the heading of the first page to the last line on the last page, and then read a few of the advertisements.

When he had utterly exhausted the paper, he again handed his card to the boy.

"Take this to Mr. Willoughby, and say I want to see him if pos-

sible. Tell him I want just five minutes."

The boy grinned and entered the private office.

"He says that he's awful busy," he said when he returned, "an' he don't want no advertisement in your paper anyhow."

"All right," said White cheerfully, "just run in and ask him when he can spare me a minute, will you?"

The boy went slowly, as if he were sick of the whole business. Before he returned, a slender young man with a short, business-like manner stepped briskly from the private office, bearing White's card in his hand.

White took a few steps forward to meet him. It was a principle with White to always make part of the advance himself. When two persons meet, one must always be the host, and one the guest. White was always the host.

"Are you Mr. Willoughby?" he asked.

"I am. You are Mr. White, I believe?" said the young man, glancing at the card, and then at White. His glance said that it was a waste of time to talk advertising with him. He tried to make it a very discouraging glance.

White smiled pleasantly.

"Yes," he said, "that is what they call me. I came down from New York last night to get your advertisement into the *Review* again. Now, why can't we have it?"

Willoughby tapped the nail of his thumb with the card.

"Your folks did not treat us right in that Burgin matter," he said, "and we believe we have sufficient cause to refuse. We simply will not go into the *Review* again. We can get along without the *Review*, and we mean to do it. That is all there is to be said, Mr. White. It is no use wasting time over it."

He turned away. In fact he turned his back on White. The interview was over.

"I say, Mr. Willoughby!" said White. "Excuse me for taking your time, but would you mind telling me what the Burgin trouble was?"

"Don't you know?" asked Wil-

loughby. "Well, it was just about the dirtiest trick," and he told the whole affair. It was an old story to White, but he heard it with close attention. It was a long story, and Willoughby sat down to tell it. Oglethorpe had apologized for the firm a dozen times. White did not. When Willoughby had finished, he said:

"Well, we were right enough."

"We think differently," said Willoughby.

"That's all right," said White, "you would, you know—so would I if I were you. But all that is old stuff. This is a new chapter. Didn't your ad in the *Review* pay you?"

"Yes," admitted Willoughby.

"All right," said White; "then you will have to come in again. Perhaps you can afford to stay out, but I can't afford to have you. I have staked my reputation on getting you in again, and I will."

Willoughby smiled.

"I want to ask a favor of you," said White. "I don't know anyone here, and I'd like to have you tell me a good part of the city to find a decent furnished room. I expect to be here a month or two."

"Oglethorpe sick?" asked Willoughby.

"Oh, no," said White, laughing; "but I came down to get your advertisement, and it may take a couple of months."

Willoughby laughed. He mentioned a good part of the city for rooms.

When White left he held out his hand, and Willoughby shook it.

"You don't mind if I come in and see you once in a while?" White asked.

"Not at all," said Willoughby, "come as often as you like. But it won't do you any good."

White came the next day to have his check cashed, and Willoughby cashed it because he had nothing against White personally, and after that White called regularly, and talked advertising as often as he could, but he talked other things more. He did not offer Willoughby cigars, but he smoked a great many of Willoughby's. They often took lunch together, but each paid for his own.

White made a few small adver-

tising contracts, but he couldn't move Willoughby. He sent to New York for his trunk.

Willoughby treated the advertising matter as settled.

When White spoke to Briggs, the old man referred him to Willoughby.

One evening White had a seat in the Walnut Street Theater, and he saw Willoughby in the parquet. When the play was ended and Willoughby and his companion arose, White waited in the narrow lobby and shook hands. Willoughby's companion was a young lady, and he presented White.

White bowed. Miss Morgan was small and a blonde. Her eyes were blue, and she had dimples.

"I think Mr. White and I are acquainted," she said.

White wrinkled his brow, while Miss Morgan laughed roguishly.

"Your face is familiar," he said; "but say!" he ejaculated, "you aren't little Dorothy Morgan, are you?"

"I just am," she said. "You scarcely expected to meet any one from West Winton here, did you?"

"No," said White. "Where are you staying?"

"At my aunt's. You know I had an Aunt Carrie—Mrs. Littlefield. Come up and see me; I can tell you lots of news about West Winton."

The next evening White could not call, but he called the evening after, only to find that Miss Morgan was at the Trimble's dance. He learned afterward that Willoughby was her escort.

But he found her at home the next evening, and besides much about West Winton, he learned that she called Willoughby "Fred," and he also learned that "Fred" called frequently at the home of Mrs. Littlefield. Putting this and that together, he decided that if "Fred" and "Dorothy" were not engaged it was no fault of "Fred's."

When he reached his room he smoked a cigar and thought things over. He was getting tired of Philadelphia. It is a good town, but it is not New York.

"I hate it like sin," thought White, "but there's only one way I see to get that Briggs contract.

I've been as nice as I could to Willoughby, and it does no good; now I'm going to show him how nasty I can be. I'm going to make him want me out of town."

So he began happening around at Mrs. Littlefield's when Willoughby was there. He made himself as pleasant as he could to Miss Dorothy, and established a sort of proprietorship over her on account of having known her when she was a baby. Willoughby was terribly bored, but he stood it all good-naturedly enough. What else could he do?

One day White called at the Briggs factory and made a good plea for the advertising contract. He ended by saying: "I'm getting awfully tired of this town. I want to get back to New York. I wish you'd hurry up and let me have that ad, Willoughby, so I can get away." But he did not get the contract.

The editor began to write impatiently. "Couldn't White hurry Briggs up a little?" White was needed in New York."

So White tried to hurry Briggs up. He began "pushing things" at Mrs. Littlefield's, as he called it, and was more attentive to Miss Dorothy than he had been before. It was no trouble at all, for the young lady was small, and had blue eyes, and dimples, and Willoughby was so bored that he cut White when he met him on the street.

"I'll be back in dear old New York in two weeks," chuckled White, and he was right.

Before seven days, Willoughby sent him a signed contract for a page, for one year, and that night White went up to say good-by to Dorothy.

The next day he wrote Willoughby a short note, thanking him for the contract.

"My dear Willoughby," he wrote, "I suppose you know I have been working to get you so sick of me that you would want to send me back to New York, but I thank you for the contract just the same. However, I feel that I cannot accept it under the circumstances. Miss Morgan and I are to be married on the eighth of next month. I inclose the contract herewith."

When White walked into the editor's office, the editor got up and shook his hand heartily.

"I didn't get the Briggs contract, Mr. Boyd," said White. "I queered myself with Willoughby. It was my own fault, and I expect to take the consequences."

"Oh, that's all right," said the editor. "I sold the *Stocking, Sock and Leggin Review* to the *Knit Goods Gazette* yesterday. You'll be on the *Modern Pie-Baker* after to-day."

SOME ESTIMATES.

A newspaper estimate of the appropriations of general advertisers credits the Centaur Company and C. I. Hood & Co. with a yearly expenditure of \$500,000 each. Dr. Pierce's bill is put down as \$300,000, and the Pinkham Co., the J. C. Ayer Co. and Scott & Bowne are said to spend \$250,000 each. Brent Good is in the \$200,000 class. In the list of advertisers spending from \$100,000 to \$150,000 apiece for publicity are the Sterling Remedy, Postum Cereal Co., Frank Stuart, California Fig Syrup Co., Warner's Safe Cure Co., Pond's Extract Co., Potter Drug & Chemical Co. and Enoch Morgan's Sons.—*National Advertiser*.

MAKE your matter attractive, but do not let any consideration of mere prettiness interfere with logical, common sense arguments.—*Bates*.



A BROOKLYN INNOVATION IN ADVERTISING.

"ALL THE TIME."

Why he should advertise all the time is one of the mysteries that bother the new advertiser. "After a time," he thinks to himself, "every one has seen my advertising, every one who will ever be convinced is convinced, so why should I continue to spend money buying advertising space?" When he is told that the man or woman who did not want a thing yesterday may desire it to-day, it does not make much of an impression on him. Let us, therefore, take an instance of how new readers are constantly being secured.

Mr. John Smith is a young man, say twenty-five years old, who some months ago fell in love with a young lady, who reciprocated his affection, and they engaged themselves to be married in the near future. Previous to this time Mr. Smith had never gazed at any business announcement which related to articles of household use, for, of course, he had no earthly use for such articles. For the past several months, however, Mr. Smith has taken great interest in such advertisements, and has discussed with his fair one the relative merits of the various things in this line that are being brought to public attention. She had also taken but slight interest in such matters. The two are now constant readers of such advertisements.

Not only has this change taken place in Smith's relation to advertisements, but in hundreds, nay thousands. In this way household advertisers are securing thousands of new readers constantly.

The next year John Smith's wife may have a child. Then Mr. Smith and Mrs. Smith will become interested in advertisements of children's clothing, of baby foods, of toys, and of numerous other things that come in a household with a child. Not only Mr. Smith, of course, but thousands of others, whose trade the advertiser misses if he misses inserting his ad.

Thousands of people apparently to-day in the prime of health, and laughing at all announcements of

medicine or treatment, or healthful foods, find themselves in the succeeding year deprived of their vitality and anxiously seeking, through the business announcements in newspapers and magazines, for something from which they may be able to secure again the health that was once their own. The advertiser who advertised only last year is entirely unknown to them; they have probably never heard his name or read a line of his previous announcements. If these advertisements were inserted to-day, what anxious readers and purchasers they would be! And this cumulative effect, this adding of one year's customers to those of previous years, is what makes success in advertising.

It is unnecessary to draw out instances like this. The moral is that new readers for advertising are being daily made by the conditions of human life: by its constant changes and metamorphoses, its births, its sicknesses and its deaths; that all the people who are interested in one article or one idea can never be reached within a certain limit of time; that to become a successful advertiser, you must advertise day by day and year by year.—*Information, New York.*

BEAR WITH A SHOTGUN.

The advertiser who scatters a small appropriation over the entire country may be likened to the man who hunts bear with a shotgun.

STEREOTYPED ADVERTISING PHRASES.

"THIS TREATMENT IS PLEASANT AND WITHOUT PAIN."

INVESTIGATING A NEWSPAPER.
*From the Mail Order Journal, Chicago,
December 15, 1900.*

The most important item for the consideration of the value of newspaper space is a paper's actual circulation, that is, the circulation that goes into the hands of readers. Whatever circulation remains in the publishing office or unsold by news-stands and newsboys, is of as little value as if those copies had never been printed. In no other commercial transaction is it as hard for the buyer to ascertain what he is receiving for his money as in the purchase of newspaper space. Quality, of course, is an important figure in buying newspaper space, but quantity is the first consideration.

Advertisers have for some time felt the necessity of ascertaining what circulation they buy, but of all methods of getting at a newspaper's real circulation the best one is to investigate same just as a bank-examiner does it with the banks—to drop in a newspaper office without any previous notice, to ask for the privilege of investigating and to go at such investigation at once and not to stop until every source of information has been exhausted. The results of such an investigation are of enormous value to the advertiser, for they enable him to know exactly what circulation he buys and advertisers that value their money and are anxious to procure their money's worth will in placing advertising always give preference to newspapers whose circulation is a known quantity.

To properly investigate the circulation of metropolitan newspapers the investigator must commence at the presses and follow the paper through its different outlets—through city carriers, sales at news-stands, by newsboys, over the office counters and through the mails; all of this must be counted while the exchanges, employees' and correspondents' copies, unsold papers, waste and spoiled copies must be deducted before the net paid circulation is obtained. But even then the work is not complete. The results of the investigation should be verified. The number of copies returned from newsboys and news-stands, which often represents a generous portion of a paper's sworn circulation statement, should be deducted.

Mail galley should be counted and copies weighed to find how many go to a pound and the weight compared with the day's second class postage payments. All this requires time and hard, patient work, but unless the investigator is prepared to do this, it is impossible for him to arrive at correct figures, and his efforts may as well be relinquished where begun—at the presses. It is because of this hard task, from which the majority of circulation investigators shrink, that it is possible for publishers to make absurd circulation claims with impunity, as they feel safe from detection in their assumption that no one will or can spare the time to thoroughly investigate the circulation as it should be done. That a thorough investigation is possible, the writer has all along contended, and last month while on a visit to the Twin Cities an opportunity for such investigation presented itself, and the result convinced

me more fully than ever of the correctness of my ideas of investigating a newspaper's real circulation.

On Thursday, November 15th, I appeared at the Minneapolis *Tribune's* pressroom at 2:30 a. m. prepared for my investigation of their circulation. The press run that morning registered 23,820 copies printed. At noon I commenced to tabulate the evening edition, which consists of a noon, mail and city editions. Of the three editions there were 33,076 copies printed. The total output for the day was 56,896 copies; 512 papers were spoiled in printing and 760 remained unsold. The discrepancy between my distribution record and pressroom count was 164 papers. These three items added together make a total of 1,442 papers not circulated at all, which deducted left an edition of 55,454 perfect copies.

Counting the number of papers taken by carriers, those sold by newsboys, over the office counter and at news-stands, I ascertained for that day a city circulation of 22,227. The actual gallery count representing the mail edition figured up a total of 32,967 copies, either taken by individual subscribers, sold by out-of-town news-stands or distributed by out-of-town carriers. Three thousand two hundred and fifty-nine papers were classified as free circulation, such as are distributed through the office, to employees, sent to correspondents, exchanges and to local and general advertisers. Deducting this free circulation there remained a net paid circulation of the daily *Tribune* on Thursday, November 15th, of 52,192 copies. The average number of papers returned thirty days prior to the day on which this investigation was conducted was 350 copies, leaving a net paid circulation of 51,845 copies.

Glancing over the above figures it would seem to the average reader the work of only a few hours to arrive at this result. In fact, however, it required from early Thursday morning until late the following Saturday evening to ascertain one day's circulation.

To correctly count 15,727 papers taken by carriers, 1,817 sold at news-stands, 4,490 disposed of by newsboys, 453 copies sold over the office counter and 27,754 mail subscribers, of which 5,213 were sold by out-of-town news-dealers and news-stands, and to verify these figures is a task that requires hard work, great patience and considerable time. I arrived at these figures independent of assistance from any employee of the *Tribune*. The only help I asked for and received was that obtained in making up the free circulation, which is not considered in this statement, consequently that assistance is not prejudicial to my investigation.

These figures I verified both by the books, reports of sales through news-dealers, carriers and newsboys, and by comparing the number of papers mailed with that day's postoffice receipts. How near I arrived at the paper's statement for that day is shown by a shortage of seven copies on the city and only 160 on the mail edition. This discrepancy has been allowed in my investigation.

On the Sunday issue I followed the same method of investigation. The total press run Sunday, November 18, was

33,828 copies. There were 202 imperfect and spoiled papers and 488 left over at 7 p. m. the following Monday. The discrepancy between the distribution record and perfect copies printed was 148; deducting the uncirculated 258 copies from the gross run leaves 32,990 distributed papers. These are accounted for as follows: 16,908 in the city, 16,082 out of the city, 12,651 taken by carriers, 1,822 sold at news-stands, 2,133 sold by newsboys, 302 disposed of by the office, while individual mail subscribers took 12,301, out of town dealers and news-stands 3,781. This all makes a total circulation of 32,990. Among them were 2,701 free copies used for employees, correspondents, exchanges, local and general advertisers, which deducted left a net average circulation of 30,289 copies. Allowing for the average about 450 copies returned four weeks prior, leaves a net actual paid circulation of 29,839 for the Sunday Tribune of November 18.

The result of my investigation of the Minneapolis Tribune's circulation is therefore as follows:

Daily, 51,854 net paid circulation.

Sunday, 29,839 net paid circulation.

My investigation gives advertisers also an idea of the character and value of this circulation. It can be seen in looking over my figures that of the daily issue 43,472, or about 4-5, is home circulation, while about 12,000 copies are sold from news-stands and on the street. Likewise is this the average on Sundays. Through city and out of city carrier and mail subscriptions there was disposed on Sunday a total of 24,952, while the news-stands and street sales were but 6,316 copies.

I offer \$1,000 to an advertiser, pub-

lisher or any one interested who can prove my figures are any other than what I myself obtained. I believe there are many other publishers who would like a similar searching investigation of their circulation. They can secure such, as it is the intention of the *Mail Order Journal* to establish in connection with its other features a department to investigate newspaper circulations and report its actual findings. The writer will be pleased to make such searching investigation of any circulation. All results of such circulation investigations will be incorporated in a list of papers to be published by the *Mail Order Journal* with an absolute and unequivocal guarantee of correctness.

ADVERTISING SOCIALISM.

The Socialists in Southern Michigan have hit upon a novel scheme to do propaganda work for their cause. Instead of attempting to publish an organ of their own, which, of course, like all organs of any kind, are only read by those already converted to that cause, whatever it may be, they are raising money with which to pay for one column in the advertising pages of their respective local papers, to be filled each week with short, well written and ably edited articles of an educational nature on socialism. They are meeting with good success in raising funds, and believe that this scheme will be a winner for them.—*Detroit (Mich.) News.*

IT MUST BE PALATABLE.

The public will take publicity in any form so long as it's made palatable.—*Profitable Advertising.*



THE SIGN OF E. A. KOUTER, A BROOKLYN PRINTER.

"ON THE BOARDS."

NEW YORK, Jan. 8, 1901.

Editor of PRINTERS' INK:

My impression of an article published in your journal of Jan. 2, 1901, entitled "On the Boards," is that it was written by some one who had been trying to buy twenty dollar gold pieces for \$15, which all good business men know is not possible, but which is perhaps attempted every day. However, the article appearing in a publication with a world-wide circulation, it would not be fair to the honorable line of business which it villifies to let it pass unnoticed.

Billposting in at least 500 cities of the United States is carried on to-day in as systematic and business-like a manner as any other line. My firm has letters by the score from large mercantile houses who have been users of our medium of publicity for years, attesting their satisfaction, among them such firms as John Duncan's Sons, Gerhard Mennen Chemical Company, the American Tobacco Company, the A. A. Griffing Iron Company, Siegel-Cooper Company, Rosskam & Gerstley, Eisner, Mendelson Company, H. B. Kirk & Co., the Ripans Chemical Co., Pearson Publishing Company and many others. Your "Well-Known Advertiser," it is quite evident, got started wrong, and all through his experience did not try to get straightened out. His first experience on the boards he claims was on a "chance may offer service." The exact meaning of this is, that the paper is posted from time to time on space not occupied by listed service, or on outside daubs or dead walls, no longer time guaranteed than one week's display. No account is kept of where the paper is posted, and the billposter only posts it as opportunity offers. My firm never advise this service except to back up a listed and protected display, and then only a 2-sheet, 1-sheet or spine is advised.

"Listed and protected service" means exactly what the words express, and for an example we will assume that an advertiser orders 100 24-sheet stands posted. When the posting is completed a list of where each stand is located is rendered to the advertiser, and is guaranteed to be kept there and renewed so long as contracted for, be it one week or one year. In any city in the United States that is blessed with a billposting plant, owned by a member of the Associated Billposters, your verbose writer will never find a stand missing from any location on his list, excepting where the billposter has lost control of a location, in which case he is always promptly notified that his stand has been changed to another location, equally as good, and in the same neighborhood.

Among advertisers there is a small element who always try to play smart; they try to get something for nothing, with the result that when they really only get what they are paying for, they feel disappointed. They find their little game has not worked, that they have been checkmated, and they squirm and wiggle and try to get their account reduced all to no avail. In their hearts they know they have received all they were promised, and finally pay, and nine

times out of ten they promise "to be good next time," but this element are naturally crooked, and I can assure you that my firm steer clear of them as much as possible.

When you are sick you send for the best doctor; when you want newspaper advertising, you send for a newspaper agency or the newspaper man himself, and so on down the line. Therefore when you want outdoor display advertising, you should send for the firm whom you consider the best able to give you the proper advice on how it should be carried out. You should do this because it will prevent you from spending any money injudiciously, and should you send for any official representative of the Associated Billposters you can be just as sure that you will be properly advised and your every dollar judiciously spent. Your disgruntled correspondent would do well to drop a line to the advertisers I have mentioned early in this article, or to any other patrons of the billboards, a list of which are staring him in the face wherever he travels or walks, providing he is not blind, and I will venture that he will feel like a yellow dog if they deign to answer him.

P. E. MYLIUS,

General Representative of
A. Van Beuren & Co.

IN DAYTON, OHIO.

NEW YORK, Jan. 2, 1901.

Editor of PRINTERS' INK:

I wish to call your attention to the following extract from a letter from the Dayton (Ohio) *News*:

"I wish that you would have exploited in the Eastern papers as much as possible the fact that the daily *News* has run all its competitors to ground."

"You will recall the fact that after some publication listed us among the hundred best dailies in the country, one of our competitors took exception to it, and the *News* offered to put up \$500 if the other two papers would do the same, that we had more circulation than the other two dailies combined."

"Our competitors whined about the arrangement we suggested to ascertain the circulation. We asked that committee of merchants take charge of it, the newspapers to pay the cost of a poll of the city and a general inquiry into circulation books, paper bills, invoices from paper mills, etc."

"When the other papers attempted to crawl out by taking exception to the procedure suggested, we offered to put up \$500 and let them make the terms and conditions. This they refused. The daily *News* then offered to present to the hospitals \$500 if the *Herald* and *Press* would enter into an arrangement whereby the circulation of the three papers should be absolutely determined. The *Herald* and *Press* were to pay no money whatever. Immediately upon their acceptance of the daily *News* proposition, the hospitals were to receive \$500 from the *News*. This was also declined."

Yours truly, H. D. LA COSTE.

♦♦♦

The best advertisement is not the one which merely draws the attention, but the one which draws the attention and then says something of worth.—*Advisor*.

IN HOTEL REGISTERS.

BOSTON, Mass., Jan. 9, 1901.

Editor of PRINTERS' INK:

In every country hotel and many a large city hotel the guest register is put in by an advertising concern, free of cost to the management. This register is interleaved with advertising blotter pages, both sides of each page being covered with the ads of local business firms. Noticing the hotel clerk one night in a large city hotel engaged in tearing out these blotters for several spaces ahead, I asked his reason for this. The clerk told me that he always tore out the blotters and nearly every clerk in hotels where such registers were used did the same. He had been sixteen years in the hotel business, and never in his recollection had a single one of the many thousands of guests in that time so much as looked at the ads. Furthermore, the blotting pages were a nuisance, as being printed upon so closely, they failed to absorb the wet ink on the opposite page and only smoothed the ink over it. Inquiry of other hotel clerks elicited the same replies. Now for a little figuring. These ads in hotel registers cost a large sum. It is safe to say that the advertising in the register of a hotel which has from 100 to 250 guests per day costs not less than \$1,200 per year, in the aggregate. If these pages are torn out where does the advertiser come in? The \$1,200 are simply gone to—well, into the pockets of the advertising concern. And it is not one, but a hundred or more hotels. Multiply the \$1,200 by 100, which would be a conservative estimate, and here are \$12,000 gone up in smoke.

F. N. HOLLINGSWORTH.

A BROOKLYNITE'S IDEAS.

BROOKLYN, N. Y., Jan. 3, 1901.

Editor of PRINTERS' INK:

Riding one evening lately in a Nostrand avenue car, I noticed from my seat that the bar which operates the register of fares was directly in the way of my seeing the top line of all the ads on that side of the car. This is certainly not good service and the advertisers ought not to pay for it.

About this time your department of store management will be getting the annual crop of inquiries as to how to prevent frosting of windows, and will publish long and learned disquisitions on the matter. It can be disposed of in eight words, viz., "Keep a fan-light open all the time." Yours truly,

THOS. D. McELHENIE.

IN MOLINE.

MOLINE, Ill., Jan. 3, 1901.

Editor of PRINTERS' INK:

In the Jan. 2 issue of PRINTERS' INK a Chicago correspondent makes mention of the fact that Postmaster Gordon has asked permission to sell stamps already cancelled, in order to save the time ordinarily required for their cancellation. This plan has been in use in Moline for some time, all the large factories buying their stamps for circulars, etc., already cancelled. Very truly yours,

F. W. HUNT,
Adv. Mgr. Deere & Mansur Co.

"AN ADVERTISED ARTICLE."

WASHINGTON, D. C., Jan. 5, 1901.

Editor of PRINTERS' INK:

I suggest "Adical" as a word that will express "an advertised article." "Adar-ticle" is good, but, in my opinion, too long. My word is a compromise.

Yours truly, EDWARD A. OLDHAM.

A NINETEENTH CENTURY
INVENTION.

The marvelous power of creating human wants is really one of the notable contributions of the nineteenth century to the twentieth. When the eighteenth century gave way to the nineteenth tastes and wants were inherited and acquired from environment and association. Now there has been added to these ways of gaining them the suggestive and creative influence of advertising. This influence at first glance might seem exceedingly vague and intangible, but it has produced some very tangible assets. When Walter Baker & Co., the great chocolate manufacturers, were incorporated some years ago the capital stock was fixed at \$4,750,000. Under the laws of Massachusetts every dollar of this had to be represented either by plant or by stock actually paid up. The company put in their copyright, the entire value of which had been created by advertising, at over a million dollars and the courts held that this was a fair valuation.—*Brooklyn (N. Y.) Eagle*.

BREWERS' ADS.

Worthington & Co., Ltd., the English brewers, are in for a big advertising dash just now, spending some £10,000 in London alone, it is said, whilst the provinces are to be equally well looked after. Presents of all kinds will be a strong feature.—*Fourth Estate*.

Permit Me

to introduce an outline
picture of myself,Higgins'
Eternal Ink

at your service. I write true black, stay black forever, and am proof to age, air, sunshine, chemicals and fire. I am the only lineal descendant of the everlasting writing ink of the Ancients, and am worthy of my ancestry.

ASK YOUR DEALER FOR ME
or send 10c. for prepaid sample by mail to
CHAS. M. HIGGINS & CO., Mfrs.,
168 8th Street, Brooklyn, N. Y.

Branches, CHICAGO and LONDON

A DAINTY LOOKING AD.

NOTES.

THE December, 1900, number of *Agricultural Advertising* (Chicago) is largely devoted to seed advertising.

IN its Christmas issue *La Presse* of Montreal gave prizes aggregating \$95 to the advertisers having inserted the best announcements. MM. Charles Desjardins & Cie. secured \$50, M. Frederic Lapointe \$35, and La Societe des Frais Funeraires \$10.

A NOVEL advertising scheme has lately been introduced on upper Broadway. Stereopticon sign-views are automatically thrown down upon the sidewalk by an instrument placed some twelve feet directly over the walk, thus arresting the attention of the pedestrian.—*New York Evening Post*.

THE Dayton (Ohio) *Daily News* recently installed a large three-deck Scott press, having the color attachment, and also the fudge arrangement, which permits them to run in late news without the embarrassment and consumption of time necessary to cast the plates in the stereotyping department.

THERE are several publications devoted to exploiting successful men, but it is the failures that are really interesting. The world is so constituted that a magazine devoted to Failure would have few readers. Yet it would certainly contain perfectly fascinating reading.—*Charles Frederick Stansbury, in the Journalist*.

THE issue of Sir George Newnes' weekly paper—*Tit-Bits*—dated Dec. 15 was the one thousandth number of that publication, and the proprietor, besides making it double the size at double the price, gave with each copy a miniature copy of the first issue of *Tit-Bits*, which was issued in Manchester, England, Oct. 22, 1881. The reprint is very neat, the type clear, and altogether it makes a very fitting souvenir.

WORK was begun last week on placing in position the largest sign in the world, on the Singer Sewing Machine Company's factory, at Elizabeth, N. J. The sign is 683 feet long and 15 feet high. It is of the wire screen order, and upon this screen wooden letters nine feet high and four feet wide have been fastened. The screen is stretched on a massive iron frame. The sign is longer than two ordinary city blocks, and its height is greater than the ordinary residence room ceiling.—*Billboard*.

THE Labor and Reform Press Advertising Association, of S. E. cor. Fifth street and Madison avenue, Covington, Ky., tells its objects as follows: This association has been formed for advancing the advertising interests of labor and reform papers, and informing the public of their value as trade producers. We shall accept no advertisements from firms manufacturing goods made under conditions unfair to organized labor, and shall advance the interests of those publications which place their business in our hands by both personal solicitation and printed matter. We have al-

ready secured the services of several first-class solicitors in various cities.

C. J. BILLSON, the special agent of the Tribune Building, has issued a unique calendar. It is in the form of a small tray, on which repose in high relief a small glass of beer, a poker hand (showing four "sixes"), three chips, the butt of a cigar and ditto of a cigarette and other things of that character more or less familiar to the average advertising man. The tray can be hung up, and shoe laces are attached for that purpose. Mr. Billson's calendar has evidently entailed a considerable outlay, especially if he has issued many of them, but its exceptional oddity is sure to be talked about all over the country.

To a recent number of the *Annals of the American Academy*, Dr. Delos Y. Wilcox contributes a paper on the relative percentage of advertisements which appear in the leading American newspapers. Taking the principal news centers of the United States, which are, of course, the chief cities ranging from New York, Philadelphia and Chicago, through a goodly list to Kansas City, Detroit, Milwaukee and New Orleans, it appears that the highest percentage is secured by the city of Buffalo, with 42.3 per cent. This total is made up by .5 of "want" advertisements, 2.10 of retail trade announcements, 2.4 of medical, 7.5 of political and legal, 6.2 of miscellaneous, and 1.6 of "self," or, I presume, of a personal character. New Orleans figures at the foot of the list with 22.9 per cent. The following are among the other totals: New York, 29.9 per cent; Boston, 30.8; Philadelphia, 28.6; Chicago, 34.5; Baltimore and Washington, 35.8; Pittsburgh, 37.7; St. Louis, 30.2; Cincinnati, 29.0; Minneapolis and St. Paul, 29.5; Kansas City, 27.6; Louisville, 30.7; San Francisco, 35.1; Cleveland, 29.2; Indianapolis, 32.3; Omaha, 26.6; Detroit, 35.2; Milwaukee, 36.4; Rochester, 34.5; New Orleans, 22.9, and Denver, 31.0. It seems that in the details Omaha and Detroit go in for most "wants," having 7.7, and New Orleans least with 1.4; Pittsburgh leads the way in "retails," with 24.4; and New Orleans is last, with 5.7; Cleveland and Cincinnati are the most susceptible to the "medical," with 5.6 each; Buffalo and San Francisco are far ahead of all the rest in "political and legal," with 6.5 and 7.5, respectively, and Baltimore and Washington top the "miscellaneous" and "self" with 10.6 and 2.2 per cent, respectively.—*Billboard*.

◆◆◆ A COMPARISON. ◆◆◆

The merchant who would try to sell a pair of shoes without opening the box in which they came from the factory would be regarded as a fraud and a trickster, and the newspaper which denies to the advertiser all the information he desires in reference to its circulation must not expect the confidence of its patrons.—*Dayton (O.) News*.

FINE writing is all very well to admire in an advertisement, but does it set forth the merits of the goods fully? That is the point to consider.—*Advisor*.

WHAT SOME PUBLISHERS ASSERT.

"I said in my haste all men are liars." — Psalm cxvi., 11.

The paragraphs in this department are inserted without any charge or payment. A publisher who has a good story is invited to tell it as tersely as he can, setting up the most substantial claim he habitually uses to influence advertisers. Although a publisher need not necessarily refer to any paper but his own, there will be no objections to comparisons. What the publisher sends is published as coming FROM HIM. It is his privilege to praise his own paper all he likes, for what is wanted is *what can be said in its favor*. What he does say, however, ought to be true—*absolutely*.

ALABAMA.

Birmingham (Ala.) *Age Herald* (1).—The only newspaper in Alabama published every day in the year. The only newspaper which goes to every postoffice in Alabama. The Birmingham district—the most populous sections in the South—is the best patent medicine market in proportion to population in America.

CALIFORNIA.

San Diego (Cal.) *Union* (1).—For over thirty-two years the *Union* has been the leading newspaper of the southern counties of Southern California. In that period it has chronicled the demise of over thirty "newspapers of a day." The fittest has survived and is to-day in the most prosperous condition in its history. It gives advertisers quality as well as quantity, being the only first-class daily in San Diego, as advertisers can prove by sending for sample copies of local daily papers. The *Union* has double the live reading matter, nearly double the advertising, sells for three times the price of its contemporaries, and is read by three times as many people. It is the only morning paper and has the only Sunday edition in San Diego, while the smaller evening field is divided about evenly. Its advertising rates are highest, but home and foreign advertisers have always found that it brings results.

San Francisco (Cal.) *Call* (1).—Daily average for six months ending June 30, 1900, 58,527. Sunday average, same time, 67,113. The *Call* carries more local display advertising than any daily published in San Francisco. General advertisers can profitably follow the lead of the local advertisers.

San Francisco (Cal.) *Wasp* (1).—The *Wasp* is a journal of illustration and comment. It discusses and cartoons the important questions of the day. It is the oldest cartoon paper in the United States printed in colors. It is sold on all trains and news-stands on the Pacific coast. It is on file in every reading room and hotel, has a large circulation among professional and business men and also a large family circulation, as it discusses and illustrates topics interesting to women. Its value as an advertising medium is shown by the fact that the leading merchants of

EXPLANATION.

(1) From printed matter emanating from the office of the paper and used in connection with its correspondence.

(2) Extract from a letter or postal card.

(3) Extract from the columns of the paper appearing either as advertising or reading matter.

(4) By word of mouth by a representative of the paper.

the Pacific coast who know its scope patronize it liberally.

CUBA.

Havana (Cuba) *La Nacion* (1).—*La Nacion* is the leading political journal of Cuba. It enjoys a large circulation all over Cuba, and prints a section in English on Wednesdays and Saturdays of each week. As an advertising medium for American wares in Cuba there is no better medium than *La Nacion*. Cuba is growing rapidly. Havana is a modern city of 300,000 people, who have money to spend.

COLORADO.

Denver (Colo.) *Illustrated Weekly* (1).—Sworn circulation 25,000 copies weekly, all paid. We spend thousands of dollars ourselves in advertising. Rates: Display, 8c. line, \$1 inch, readers 10c. line. No discount for time or space.

DISTRICT OF COLUMBIA.

Washington (D. C.) *National Tribune* (1).—The *National Tribune* is on the list of publications whose circulation is open to investigation of the Association of American Advertisers. Every issue since 1884 has exceeded 100,000 copies.

Washington (D. C.) *National Watchman* (1).—The *National Watchman* is a Democratic weekly, advocating the Chicago platform, and is recognized by the leaders of the party as its national organ.

GEORGIA.

Athens (Ga.) *Southern Farmer* (1).—The *Southern Farmer* is read by the thrifty classes of the South and Southwest the people whom the general advertiser wishes to get in touch with in order to dispose of his goods.

Atlanta (Ga.) *Southern Ruralist* (1).—The *Southern Ruralist* is an up-to-date monthly agricultural paper for the Southern States only. Its reading matter is of solid practical information that is of value to its readers. It is not full of trash and silly stories. It accepts no fake or swindling advertising at any price. The *Ruralist* has the full confidence and respect of its readers. The fact that an advertiser's announcement appears in its columns is in itself a favorable introduction, and an endorsement of the advertiser's reliability. Circulation not less than 25,000 each issue. Rate 10 cents per agate line (\$1.40 per inch) each insertion.

Augusta (Ga.) *Chronicle* (1).—With the continued prosperity of the South the Augusta *Chronicle* continues to increase its circulation and continues to produce good results for advertisers who use its columns.

Griffin (Ga.) *News and Sun* (1).—

With 1,000 daily and 3,200 weekly subscribers, the *News and Sun* covers completely a territory embracing Spalding and eight adjoining counties, and circulates largely in all Middle Georgia. Advertisers cannot satisfactorily reach these people in any other way.

Hinesville (Ga.) *Liberty Co. Herald* (1).—The *Herald* is the only paper published in a county of 15,000 inhabitants. Circulation guaranteed.

Senoia (Ga.) *Enterprise-Gazette* (1).—The *Enterprise-Gazette* is one of the best weekly papers in the State. Located in the best section of Coweta County.

ILLINOIS.

Chicago (Ill.) *American Illustrated* (1).—The *American Illustrated* pays advertisers, because its circulation was obtained by advertising, and its subscribers read and answer advertisements. This excellent mail order monthly is attracting the notice of general advertisers who wish publicity of the most effective kind among the best reading classes. A splendid medium for mail order advertisers. Circulation over 100,000 copies monthly issue guaranteed.

Chicago (Ill.) *Campbell's Illustrated Journal* (1).—*Campbell's Illustrated Journal* is the only first-class magazine advertising medium in the great Middle West. Circulation guaranteed.

Chicago (Ill.) *Die Rundschau* (1).—*Die Rundschau* is in its twenty-first year. Goes into more than 25,000 homes each week. Its advertising columns are as clean as its editorial and news columns. Advertisers who trace returns invariably speak highly of it as an advertising medium.

Chicago (Ill.) *Elliott's Home Magazine* (1).—This is no paper, but the largest and handsomest magazine published in Chicago. Fifty thousand circulation for 25c. a line. This magazine goes to all classes of homes and mail order advertisers are getting the best results. Our department on "Ways to make money at home" gives us thousands of subscribers who will act as agents or buy agents' goods.

Chicago (Ill.) *Facts and Fiction* (1).—*Facts and Fiction* is often referred to as "That Sprightly Western Monthly"; was started January, 1896. The only high-class literary and home publication west of Philadelphia, except one. Has the largest circulation of any high-class monthly west of Philadelphia, except one. Circulation, 75,000 copies every month. Circulation in every State and territory in the United States and throughout Canada. Reaches a superior class of people, who order goods through the mails. Rate only 20 cents per agate line—cheapest advertising medium in the West.

Chicago (Ill.) *Farmers' Review* (1).—The *Farmers' Review* is the leading agricultural paper in Chicago, Ill., having the largest paid circulation, which has been secured and is maintained without the employment of cheap, catch-penny schemes, therefore reaching the highest class of thinking, progressive farmers.

Chicago (Ill.) *Household Guest* (1).—Five hundred thousand guaranteed circulation. Proof or no pay. This circulation is what is termed general: East, West, North and South, and reaches a

class of people that have bought and continue to buy. Rates: Display, \$1.75 per line; reading, \$2.25 per line. Forms close 25th of month preceding date of issue.

Chicago (Ill.) *Household Realm* (1).—The *Household Realm* does not compete with its advertising patrons by its own immense premium announcements—it has nothing of its own to sell. Tell our 60,000 women subscribers what you have to sell and watch results. Advertising rates, 25 cents per agate line.

Chicago (Ill.) *New Illustrated College Magazine* (1).—The *New Illustrated College Magazine* is under new ownership and management. It is the official organ of the schools and academies. Its departments cover the entire field of college and home enterprises. The superiority of the *New Illustrated College Magazine* is unquestioned, reaching as it does every city and town in the United States and Canada which contains a school and college, and has a healthy growing circulation and news-stand sale.

Chicago (Ill.) *New Voice* (1).—The *New Voice* is the recognized national organ of the Prohibitionists of America and conceded to be the leading temperance periodical of the world; offers to advertisers unique advantages, since more nearly every copy of each issue goes into the home of some family that owns their own home, than of any other paper published in America. Its readers are largely among the great "middle classes" that have the money and the enterprise to take advantage of advertising goods. During the last twelve months the actual paid subscription list of the paper has almost doubled and is still rapidly increasing.

Chicago (Ill.) *Nichols' Monthly* (1).—The publishers of *Nichols' Monthly* will accept contracts with the understanding that the circulation claimed will be proved to the advertisers' satisfaction before the account is paid, and no publishing house can do this unless it is actually printing and mailing the full circulation promised.

Chicago (Ill.) *Svenska Amerikanaren* (1).—The *Svenska Amerikanaren* has a bona fide circulation larger than any Swedish publication in the United States and will, if challenged, substantiate this assertion.

Chicago (Ill.) *Swedish Tribune* (1).—For a third of a century the *Tribune* has been the recognized standard Swedish newspaper in the United States. It will maintain its pre-eminence throughout the country as the favorite journal of over a million Swedish-Americans.

Peoria (Ill.) *Star* (1).—The *Star* makes a detailed sworn statement of 16,000 circulation daily. Biggest and best daily paper in Illinois outside of Chicago. Rate, 2½c. per line flat.

IOWA.

Decorah (Iowa) *Decorah-Posten* (1).—The Norwegian farmer of the Northwest has become a mighty factor in the advertising field. He is thrifty, hard-working and ever ready to spend his money where the returns warrant the expenditure. There is one sure way of reaching these people. The *Decorah-Posten* has at the present time over 37,000 subscribers positively sworn to. We will give any advertiser \$1,000 if

at his request we cannot prove that all our subscription claims are correct. We will furthermore give you \$100 if you can prevail upon any other Norwegian publisher to claim as much and back his claim up as we do.

Des Moines (Iowa) *People's Popular Monthly* (1).—The *People's Popular Monthly* will give you 35,000 proved circulation in the best mail order territory on earth for 10 cents a line. Iowa is the best and our circulation is mainly in Iowa.

Des Moines (Iowa) *State Register* (1).—If you want the attention of the greater portion—and the best portion—of the people in Iowa, your object will be attained by an ad in the *Iowa State Register*—daily and weekly. Measured by the American standard, the people of Iowa are in the first class. They want the best of everything, and they regard the advertising columns of the *Iowa State Register* as a reliable business guide, because it is well-known that this paper accepts only advertisements of reliable and legitimate articles. Sample copies and sworn statements of circulation will be promptly mailed on request.

Ottumwa (Iowa) *Courier* (1).—Guaranteed daily circulation, 3,500 copies each issue. Guaranteed semi-weekly circulation, 6,500 copies each issue, or 13,000 per week. This gives a combined guaranteed circulation of 10,000 copies. Sworn statement of circulation and advertising rates furnished on application. The *Courier* circulates in every town and hamlet in the ten counties in Southeastern Iowa and has a combined circulation exceeding that of all other dailies and weeklies in these counties combined. You cannot cover Iowa without the *Courier*.

KANSAS.

Topeka (Kan.) *Capital* (1).—Kansas is the most promising field in the Union for the judicious advertiser. The people are enjoying a period of unexampled prosperity, and have the money to buy what the advertiser offers them. The *Topeka Capital* is the direct road to the best homes of Kansas. It reaches every city and county in the State, and in circulation, character and confidence of the people has no rival.

Topeka (Kan.) *Farmers Advocate* (1).—The *Farmers Advocate* does not attempt to cover the whole earth, but it does reach some of the best part of it. Its special field is Kansas, Oklahoma and the Indian Territory. It reaches more of the farmers of that region than any other medium. Its service is of the highest class. Its readers are very prosperous, intelligent farmers, and their families, who want the best.

Wichita (Kan.) *Eagle* (1).—In making up your list of papers it will be well to give careful consideration to the *Wichita Eagle*. Look at your map. The *Eagle* covers all the field south of Wichita, Southern Kansas, Oklahoma and Indian Territory to Texas. That's its field. A day's travel of trains ahead of any other morning paper.

KENTUCKY.

Louisville (Ky.) *News* (1).—The *News* is a free lance which has punctured the circulation problem, and is able to offer satisfactory proof of more

than 13,000 papers sold every evening during the past six months in Louisville alone. A modern newspaper, propelled by modern ideas. Every prominent advertiser in Louisville uses it generously because results are sure. A flat rate.

Louisville (Ky.) *Times* (1).—The only evening newspaper of the South and Middle West with a complete service of telegraphic and local news reports; the largest evening newspaper of that section; the greatest evening circulation. Three regular daily editions covering the Louisville territory as no other can.

LOUISIANA.

New Orleans (La.) *Telegram* (1).—The *Telegram* is the cleanest, brightest and best evening paper in New Orleans. Sworn circulation, 20,000. It gives more paying publicity for the money than any other New Orleans paper.

MAINE.

Augusta (Me.) *Vickery & Hill List* (1).—Our publications go direct to mail order buyers in the small towns, villages and rural districts of the entire United States. They will yield more profitable results to mail order advertisers at a lower cost than can be obtained from the use of any other mediums having the same aggregate circulation. These great family publications are acknowledged by advertisers who have used them to have no equal. For twenty-five years they have been the recognized leaders of their class. Many advertisers have patronized them continuously for a dozen years or more, and are at present using a larger space than ever before. In fact, the *Vickery & Hill List* and the *American Woman* are considered by the oldest and most successful mail order advertisers as being the standard as to what results a given amount invested in advertising should produce.

Phillips (Me.) *Maine Woods* (2).—*Maine Woods* is the new name of the *Phillips Phonograph*, which has outgrown its old name. It was a country paper, but has become the shooting and fishing newspaper of all North Maine. Address Phillips, Maine, for a copy. One dollar a year.

Portland (Me.) *Welcome Guest* (1).—Kicks, complaints, cancellations don't come our way. Haven't since we have been running our own press and put the circulation to the 200,000 mark. We secured this circulation by advertising in other papers, and we know it is all right. It has been a hard struggle for three years, but we are "through the woods" now and positively guarantee that no issue shall be less than 200,000 copies mailed.

Waterville (Me.) *Home Queen* (1).—The *Home Queen* advertisers had our promise that we would give them over 200,000 monthly. Commencing with the August, 1900, number, the circulation exceeded 300,000 copies monthly, and the average for the year will be more than maintained. Advertising, \$1.25 per line.

Waterville (Me.) *Home Visitor* (1).—The *Home Visitor* is a magazine for the home circle, read by people who depend upon mail orders for their wants, as they reach a class who live remote from cities and each number is closely read by every member of the family. It is a

recognized saying that "if you put it in the *Home Visitor* it pays." Guaranteed subscription circulation, 343,000.

Waterville (Me.) Sawyer Trio, American Nation, Home Treasury, Fireside Gem (1).—Advertisers have paid the Sawyer Trio (*American Nation, Home Treasury, Fireside Gem*), \$3.00 per agate line on our claim that we would give them over 1,000,000 monthly. We do not intend that the average for the next year will be any less. The advertising rate is unchanged, \$3.00 per line.

MASSACHUSETTS.

Boston (Mass.) Black Cat (1).—Every number of the *Black Cat* possesses a permanent value to the reader and a permanent value to the advertiser found in no other magazine. Any house whose offerings appeal to intelligent, discriminating people can, at a modest outlay, have profitable proof of this claim.

Lowell (Mass.) Citizen (1).—All that is valued by advertisers as essential to profitable publicity, that is, quantity, character, influence, is combined in the *Morning Citizen*, the *Daily Courier*, the *Weekly Journal*. They represent the paper of largest circulation, the paper of most influential circulation, the only paper with county circulation.

Boston (Mass.) Farm Poultry (1).—The *Farm Poultry* reaches families who have money to spend; who are buyers of good things to eat, drink, wear, and indulge their tastes. There is not a paper of any kind anywhere which has a stronger hold upon its readers. They buy it for cash in advance because intensely interested in the subject of which it treats. There is no paper that has done as much for the cause of profitable poultry raising. There is none more carefully read. There is none that carries a better line of advertising or that gives better results, or that will take better care of your advertising. It is recognized everywhere as the leader.

Boston (Mass.) Household (1).—The *Household* is fresh and attractive. It is under new management. It embodies vigor and enterprise and brings advertisers in touch with a progressive class of people who have purchased articles of either high or low price. It is a household magazine which gives a big dollar's worth to its readers and assures advertisers handsome returns—will stand the test of keyed advertisements.

Boston (Mass.) Popular Educator and Primary Education (1).—Educational papers pay because they go into the homes of an intelligent class of people. An advertisement in an educational journal is never lost, as the papers are filed, and the advertisement is read throughout the month. These files are always being referred to. The advertisements of the educational journal are destined to be read throughout the year. In many cases these files are bound at the end of the year, realizing for the advertiser a permanent advertisement.

Boston (Mass.) Universalist Leader (1).—The *Universalist Leader* is a combination of the *Boston Christian Leader*, the *Gospel Banner*, of Augusta, Me., the *Universalist*, of Chicago, and *Todday*, the *Universalist* magazine formerly issued in Philadelphia. The publication is now one of the leading religious

weeklies of America, and has the largest circulation of any denominational weekly published in New England.

Boston (Mass.) Zion's Herald (1).—This paper is an excellent advertising medium because it is the only Methodist paper published in New England. The Methodist denomination is the largest Protestant denomination except one in these six States. As the oldest Methodist paper in the world it has gathered a constituency which believes in it. As a religious paper it affects strongly the home life. It is read by a class of people who buy with care and pay for what they buy. It reaches each week 18,000 families of the very cream of the country.

Springfield (Mass.) Farm and Home (1).—The *Farm and Home* is a national semi-monthly covering the entire country. Eastern edition, 145,000 copies; Western edition, 155,000 copies. The leading agricultural paper of the country. Sworn circulation never less than 300,000 copies each issue. It is used by all the large advertisers of the country, and keyed advertisements have proved it a paying medium. Ably and carefully edited, it presents the practical side of farming. Special family features make it invaluable for advertisers desirous of reaching the women folks.

MICHIGAN.

Detroit (Mich.) American Boy (1).—For direct returns or for general publicity advertising the *American Boy* is a splendid medium for the reason that it goes into 90,000 of the best homes in America. It has had phenomenal success. It is well printed on good paper, and its contents are pure, inspiring and interesting to old and young. The different departments give us the opportunity of classifying and giving good positions to all classes of advertisers.

Detroit (Mich.) Michigan Christian Advocate (1).—Official organ for the Methodist Episcopal Church in Michigan. Reaches fully fifty per cent more Methodist homes in said State than all other Methodist papers combined, and will be glad to have any one investigate our circulation.

Detroit (Mich.) National Hospital Record (1).—The *National Hospital Record* is a monthly magazine devoted to the construction, equipment and operation of hospitals and institutions. It appeals directly to the superintendents—the persons who do the buying—the persons the advertiser desires to know. It is the only publication that does this. It has been established three years and is the official organ of the Association of Hospital Superintendents of the United States and Canada. It is the only medium by which the institutions can be thoroughly reached.

QUEBEC (CAN.).

Montreal (P. Q.) Herald (1).—The *Herald* took a new lease of life four years ago and to-day its circulation is exceeded by only one English daily in the Province of Quebec. Enterprise and aggressiveness have won for it a firm place in the homes of Eastern Ontario, Quebec and the Maritime Provinces. Its circulation has quadrupled in three years. Its advertising patronage has trebled in three years.

PASSENGER-CATCHING DEVICES.

The selection of novelties for reminders is a part of the work of some passenger agents. The Plant System and the Seaboard Air Line have always been partial to these. A fair example of this class of devices advertising the Seaboard Air Line was a miniature baggage truck in nickel. This sold for a profit, so perhaps it may be considered a good idea. Tom Anderson, of the Seaboard, now of the Southern Pacific, must be credited with a large share of the novelties issued by railroads for attracting attention, while he was closely seconded by Joseph Strang. Anderson was the designer of the gold-tipped rabbit's foot, which was projected as an advertisement, though it met with such favor that the manufacturing jewelers took it up and put a foot on the market without any advertisement attached, and sold many thousands for twenty-five cents each. Strang was the designer of hundreds of the almanacs, calendars and fierce lithos used in the South during the boom period when passenger agents who didn't show up business got a walking-ticket. B. W. Wrenn, of the Plant System; Chas. S. Lee, of the Lehigh Valley, and Fee, of the Northern Pacific, are other passenger agents who have invented other catchy devices.

Chas. S. Lee, of the Lehigh Valley, of late years has accepted the principle that there is nothing like heart to heart talks to win passengers, and he works it successfully, not by inserting ads in the newspapers, but by cutting items from them. Not long ago Lee sent to all his ticket agents a circular which stated in substance:

"Watch the columns of your local papers. When you see items like these:

"Mr. and Mrs. G. G. Green, of Woodbury, are going to Pasadena, Cal., for the winter."

"Mr. Z. Z. Smith, of Crescent Terrace, who has been very ill with influenza, is convalescent."

"The marriage of Wm. Gayblood and Miss Primrose on Christmas Day promises to be one of the events of the season."

Mr. Lee continues his instructions to the station agents by saying:

"I want you to clip these articles or take note of them, and at the first opportunity call upon Mr. Green and explain to him the merits of this line; these people in nearly every instance will be glad of the information, and appreciate your enterprise, with the result that business will be secured."

"Before calling upon Mr. Smith you can ascertain, probably without much trouble, just what place or climate would be most suitable for his convalescence, as it would be folly to suggest a long-distance trip when perhaps he cannot afford to go beyond a hundred miles. By studying customers the business of the Lehigh Valley is increased."

"In the case of the bride and groom—this is the one period in life when cost is not counted, so that you may feel secure in suggesting all the luxuries as well as the comforts obtainable."

"These points may seem small in themselves, but if the advice is followed it will result in increased business."

Tom Anderson, when he became di-

vision passenger agent of the Southern Pacific, at Waco, Texas, a few months ago adopted a new plan for announcing his appointment. He telegraphed, probably without cost, as passenger agents' business is franked, to all the editors of his acquaintance: "If you can't boost the Southern Pacific, don't knock. I may get hurt," and in the next mail came the official notice of his appointment. According to a clipping bureau, the Southern Pacific, in connection with the telegram and notice, has received over forty thousand lines of good readers to date. FRANK A. HEYWOOD.

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THE PRUDENTIAL'S RISE.

A few years ago it was considered a form of business heresy in conservative circles to think of spending money on life insurance advertising. The formal and meaningless official statement, ponderous as a legal document, appeared in the papers at stated intervals and insurance advertising ended with this. But one day a comparatively small insurance company over in Newark, New Jersey, decided that some other form of advertising might produce results, and it called J. Walter Thompson into conference. That wonderfully striking series of advertisements showing the word "Prudential" inscribed on the rock of Gibraltar, and bearing the legend, "The Prudential has the strength of Gibraltar," soon began to appear, and it has ever since continued on the pages of the leading magazines and newspapers with this wonderful result: While the Prudential Insurance Company, before it began advertising, ranked far down in the list of companies in the amount of business which it did annually, it now ranks first in the world in its volume of business, its last statement, that for 1899, showing the enormous total of \$222,000,000 as the amount of new insurance issued during the year.—*Brooklyn (N. Y.) Eagle*.

THE LONGEST WORDS.

The *Pall Mall Gazette* offers "non-intercommunicability" (with twenty-three letters) as a candidate for the honor of being the longest word in the English tongue. A correspondent follows this up by suggesting "anti-interdenominationalist," with twenty-six letters. The longest dictionary word is probably "disproportionateness" (with twenty-one letters), to which "incomprehensibleness" (with twenty letters) is not a bad second.—*Fourth Estate*.

Classified Advertisements.

Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.

WANTS.

S30 WEEKLY. Send 25 cents for outlined plan. A. MINOLF, Scranton, Pa.

WANTED—A newspaper business. Must be paying and reasonable price. Address "EDITOR," care Printers' Ink.

WANTED—Situation as representative for a reliable firm where one can open an office. Address Box 369, Burlington, Iowa.

POSITION WANTED—Managing editor daily in small city. Present editor and publisher. Stenography. "S." care Printers' Ink.

PRINTERS' INK.

ADS for the DAILY JOURNAL, Asbury Park, N. J. Circ'n 2,157. Rate 7 cents an inch.

POET wants to conduct critic, literary or mail order dept. in some leading monthly. Send your offer. Address "RILEY," Printers' Ink.

FERNALD'S NEWSPAPER MEN'S EXCHANGE recommends competent repr's, editors & adv'g men to publishers. 15 Cedar St., Springfield, Mass.

WRITERS WANTED—Cash for news items and original ms. from every place. Send stamp for prospectus. THE GUNSTON, Box P. I., Hancock, Maryland.

WRANTED—Situation. Experienced advertising man wants position as manager for advertising department in any line of business. Address A. W. MUNDT, Freeport, Indiana.

JINGLES—Advertising jingles for all trades. That is my specialty. They are the pithy pointed, practical kind, and are profitiable at the price. "JACK THE JINGLE," 10 Spruce St., N.Y.

ORDERS for 5 line advertisements 4 weeks \$10 in 100 Illinois' newspapers; 100,000 circulation weekly; other Western weekly papers same rate. Catalogue on application. CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

WRANTED—A young man who has had some experience as writer, reporter, constructor of advertisements, illustrated and other. Salary \$250 week. Employment in New York City. Address, with references, "EARNEST WORKER," office of Printers' Ink, 10 Spruce St., New York.

TRADE PAPER PUBLISHERS—Write New York letters for trade papers. I obtain my information by personal interviews with the trade, the advertiser and subscriber. Enhance the prestige of your publication by having a New York correspondent at very moderate expense. WM. CRAWFORD HIRSCH, P. O. Box 224, New York.

ADVERTISING manager wanted. A large and long established New York City advertiser desires to engage our salary and permanently, a thoroughly competent, bright, energetic and experienced advertising manager, proficient in preparing and placing advertising, and familiar with the broadest use of printer's ink. All communications will be considered confidential. Address, and by mail only, NATHL C. FOWLER, JR., 214 Boylston street, Boston, Mass.

PHOTO ENGRAVING.

THE STANDARD ENGRAVING CO., 61 Ann St., New York.

MAILING MACHINES.

MAILER'S DELIGHT, labeler, 99 pat., \$12. REV. A. DICK, 43 Ferguson Ave., Buffalo, N. Y.

MISCELLANEOUS.

BICYCLES and tricycle wgn's. Factory to buy. Write ROADSTER SHOPS, Camden, N. J.

COIN CARDS.

83 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

POSTAL CARDS BOUGHT.

UNCANCELLED printed or addressed postal cards and stamps bought for cash. BURR MANUFACTURING CO., 614 Park Row Bldg., N. Y.

SPECIAL REPRESENTATIVE.

H. D. LA COSTE, 33 Park Row, New York, special representative for leading daily newspapers.

IMPOSING STONES.

BEST quality Georgia marble imposing stones, two inches thick, 50 cents square foot. Cash with order. THE GEORGIA MARBLE FINISHING WORKS, Canton, Ga.

ADDRESSES.

MAIL order names, up to date. Mothers who have ordered within 30 days. Price \$1 per 1,000 or 15,000 names for \$10. DOWNEY & HENRY, 167 Dearborn St., Chicago, Ill.

PRINTERS.

LONG run printing—way below N. Y. prices. M. P. GOULD CO., Bennett Bldg., N. Y.

HALF-TONES.

HALF-TONES, 1 col. \$1; 10c. per inch. Zincs 4c. per in. Quality guaranteed. Samples. NIAGARA ENG. CO., 507 Washington St., Buffalo, N. Y.

LETTER BROKERS.

LETTERS, all kinds, received from newspaper advertising, wanted and to let. What have you or what kind do you wish to hire of us? THE MEN OF LETTERS ASS'N, 995 Broadway, N. Y.

ILLUSTRATORS AND ILLUSTRATIONS.

NEWSPAPER engravings—the right kind. What they cost; how they print; how to order. Free book for a postal. THE STANDARD ENGRAVING CO. (incorporated), 7th and Chestnut Sts., PHILADELPHIA.

NEWSPAPER INFORMATION.

FOR latest newspaper information use the latest edition of the AMERICAN NEWSPAPER DIRECTORY, issued Dec. 1, 1900. Price five dollars. Sent free on receipt of price. GEO. P. ROWELL & CO., 10 Spruce St., New York.

PENS.

EFFECT FALCON PENS have an elastic spring that makes writing easy. Gross \$1. Sample box 10c. THE PAUL CO., Red Bank, N. J.

WE have a special offer for newspaper men wanting fountain pens for their own use or as premiums. PERRY PEN CO., Box 31, Milton, Wis.

LAUGHLIN FOUNTAIN PEN, the widely advertised writing wonder for premium purposes. Address LAUGHLIN MFG. CO., 1 Griswold street, Detroit, Mich.

ADVERTISING NOVELTIES.

BRONZE letter openers. Gun metal finish. Write, H. D. PHELPS, Ansonia, Conn.

\$500 IN genuine Confederate money for only 25c. CHAS. D. BARKER, Atlanta, Ga.

AGENCY wanted for advertising novelties. Send full particulars. GLOBE PRESS BUREAU, 1441 South Penn Square, Philadelphia.

FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

ADDRESSING MACHINES.

WALLACE'S Addressing Machine. No type used, more than 50 per cent saved over handwriting. Addresses printed in fac-simile typewriting directly on wrappers. No labels to come off. PRINTERS' INK uses Wallace & Co.'s addressing machine, so does *Cosmopolitan Mag.*, Butterick Pub. Co., C. E. Ellis Co., Robert Bonner's Sons, *Comfort*, W. B. Conkey Co., *Agricultural Epitomist*, Lincoln, Neb., *Freie Presse*, N. Y., *Popular Fashions*, N. Y., *Cheerful Moments*, N. Y., *Modern Stories*, and scores of the large publishers throughout the country.

WALLACE & CO., 10 Warren St., New York.

FOR SALE.

\$100 BUYS a complete bound file of PRINTERS' INK (32 volumes). Address "P. I. J." care Printers' Ink, 10 Spruce St., N. Y.

THE MOHAWK VALLEY REGISTER, est. 1828. Making over \$2,000 net annually. Big political and adv. patronage. Owner other int'rests. Small amt. cash necessary. E. MCKERNON, Fort Plain, N. Y.

EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggested premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 700-p. ill'd list price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N.Y.

SUPPLIES.

GAUGE PINS, 3 for 10c, PRINTERS SUPPLY CO., Grand Island, Neb.

THIS paper is printed with ink manufactured by the W. D. WILSON PRINTING INK CO., Lt'd., 13 Spruce St., New York. Special prices to cash buyers.

ADVERTISING MEDIA

THE EVENING POST, Charleston, S. C.

HARDWARE DEALERS' MAGAZINE, sample copy 10 cents, New York City.

ADVERTISING agents serving their clients honestly, call up TOILETTES; estab. 1881.

40 WORDS, 5 times, 25 cents. ENTERPRISE, Brockton, Mass. Circulation exceeds 6,000.

BACK-COVER quarter page, 30,000 circ., \$16.70
12 times, \$180. PATHFINDER. Pathfinder, D.C.

REACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. line.

ANY person advertising in PRINTERS' INK to the amount of \$16 or more is entitled to receive the paper for one year.

SHOE TRADE JOURNAL, Chicago, has subscribers in every State in the Union—every province of Canada. Try it. 10 cents a line.

ADVERTISERS' GUIDE, New Market, N. J. Circulation, 5,000. Sample free. Mailed postpaid 1 year, 45c. Ad rate, 10c. line. Close 24th.

ABOUT seven eighths of the advertising done fails to be effective because it is placed in papers and at rates that give no more than one-eighth of the value that might be had by placing the same advertising in other papers. If you have the right advertisement and put it in the right papers, your advertising will pay. Correspondence solicited. Address THE GEO. P. R. WELL ADVERTISING AGENCY, 10 Spruce St., New York.

WINES.

HOW CHAMPAGNE IS MADE, sent free. C. E. SWEZEY, with Brotherhood Wine Co., New York City.

CIGARS.

DIRECT from the factory. Genuine hand made, high grade goods. Pleased customers everywhere. See what you'll save! THE HAMILTON CIGAR CO., Lancaster, Pa.

STEREOTYPE OUTFITS.

COOLD Process Stereotyping Outfits, \$14 up. No heating of type. Two case engravings included, with material, \$2.50; no etching. Booklet, samples, for stamp. H. KAHR, 340 E. 33d St., N.Y.

ADVERTISING AGENTS.

MERCHANTS, mfrs., mail order men who want "live" salesmen or ag'ts everywhere should send for bargain lists leading "want ad" papers. HUNGERFORD & DARRELL AG'CY, Balto., Md.

MAIL ORDER.

SECRETS OF THE MAIL-ORDER TRADE. The only reliable volume telling how to successfully start in the business of selling goods by mail. Indorsed by PRINTERS' INK and other leading advertising journals. Your money back if not satisfactory. Send \$1 for cloth bound volume to SAWYER PUBLISHING CO., 555 A, Temple Court, New York City, or Waterville, Maine.

NEWSPAPER BARGAINS.

\$1,900 BUYS a good weekly proposition in Oregon. \$900 or more down. \$8,800 buys a good Republican weekly in Ohio. Reasonable terms.

\$8,000 buys a splendid daily in Connecticut. A money making field. \$5,000 cash required.

\$7,800 buys the controlling interest in a great Massachusetts proposition. Monthly 14,000, weekly 2,300 circulation. About \$4,000 cash required. \$5,000 buys half interest in fine daily business in Iowa. Easy terms to a good newspaper man—and will not sell to any other.

Those who have reliable properties for sale, and would be buyers of some, all connect with C. F. DAVID, Abington, Mass., Confidential Broker and Expert in Newspaper Properties.

EDITORIAL WRITER.

TIMELY editorials, all subjects. Write for rates. H. L. GOODWIN, Malden Sta., Boston.

ADVERTISEMENT CONSTRUCTORS.

GEORGE R. CRAW, mail order advertising. Box 362, Cincinnati, Ohio.

SAMPLE retailer's ad, \$1. Send facts. WM. WOODHOUSE, JR., Trenton, N. J.

ANEW, original ad for soc. Cash with order. FRANK B. WILSON, Kenton, Ohio.

ADS \$1 each, booklets \$1 a page. CHAS. A. WOOLFOLK, 446 W. Main St., Louisville, Ky.

JED SCARBORO, writer of forceful advertising. Request estimates. 20 Morton St., Brooklyn.

READ my large advertisement on page 11 of this issue. HOLLIS CORBIN, 233 Broadway, New York.

100 HARDWARE ads for \$1. Written by a practical hardware dealer. They paid us. Handsomely bound. Perforated ready for printer. BURTON R. KESSLER, Minden City, Mich.

LUNCHING a new business? Whether it will be an ocean liner or a catboat may depend on the advertising. Let us start you right. SNYDER & JOHNSON, Advertising Writers and Agents, Woman's Temple, Chicago.

REQUEST! That is what I always aim at and my aim. I write, illustrate, design and print all kinds of advertising literature in a neat, clean, convincing manner, just the way it should be done. Send along a trial order and see if I can't hit the "bull's-eye" of trade for you. Also send for my booklet, "Ten Dollars a Thousand." It will interest you. Address WM. JOHNSTON, Manager Printers' Ink Press, 10 Spruce St., N. Y.

A JOURNAL FOR ADVERTISERS.
 Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

¹ Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$100, a larger number at the same rate.

² Publishers desiring to advertise for PRINTERS' INK for the benefit of adv'tg. partners may, on application, obtain special confidential terms.

³ If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

ADVERTISING RATES.

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OSCAR HERZBERG, Managing Editor.
 PETER DOUGAN, Manager of Advertising
 and Subscription Department.

NEW YORK OFFICES: NO. 10 SPRUCE ST.
 LONDON AGENT, F. W. SEARS, 50-52 LUD-
 GATE HILL, E. C.

NEW YORK, JAN. 16, 1901.

REASONS are the basis of good advertising.

ARE daily papers good media for book announcements? If so, under what conditions?

"BUSTED" is the one-word story on a sign over a "bankrupt sale" concern in Chicago. There is a force about this misused word that almost bespeaks a place for it in our language. In this case, displayed in six-foot letters, it tells far more than any "sheriff's assignment sale" legend could do.

To the Hudson's Bay Stores of Winnipeg belongs the honor of being the first mercantile establishment to have a two-page advertisement in a Canadian newspaper. It appeared in the Manitoba *Free Press* of Dec. 15, 1900, and has occasioned much talk throughout Canada on account of its convincing evidence of enterprise and advance in advertising methods.

THE Griffith, Axtell & Cady Co., of Holyoke, Mass., issues a brochure called "About a Good Print Shop." There is nothing in it about a good print shop, but a host of specimens of fine embossings and half-tones. As the Little Schoolmaster turned the leaves, a looker-on let out exclamations of delight, and what he saw was certainly worthy of them.

OFFERING prizes for the best advertisements submitted is occasionally an excellent plan for securing a good business announcement.

MR. LYMAN D. MORSE thus summarizes, in the *Newspaper Maker* of Jan. 3, the change which has come over the position of the advertising agent, in the century just closed:

From the position of one who acted merely as an intermediary between the advertiser and publisher, the advertising agent of the best class has developed until he is to-day counsellor and guide, acting, in fact, in the capacity of pilot to the ship of commerce.

HENRY FERRIS, the Philadelphia adwriter, epitomizes the various kinds of advertisements in the following manner:

Some advertisements we look at and don't see—they're not striking.

Some we see and don't read—they're not interesting.

Some we read and don't act on—they're not convincing.

The ad that makes us act is the good one.

It's all in the writing. They are all alike while still in the inkstand.

What he does or tries to do he summarizes thus:

The head of a business who can save more by writing his own ads than he would have to pay me for writing them is in the wrong business. He ought to be in mine.

I can't manage your business—I don't try; but I can set you free to manage it.

THE president of the Stearn Advertising Company of New York thus describes, in the January issue of *Fame*, the "paper boxes" now on the streets of Cleveland:

Nothing is permitted to be placed in those boxes except paper. The city prohibits the placing of garbage or any other sweepings. These receptacles themselves have been designed with much thought and care, and give an air of tidiness and cleanliness to the whole neighborhood. They are five feet high and stand ten inches above the sidewalk. All signs which are placed upon the receptacles are made on sheet steel, which will not rust or become defaced or shabby. Dust does not adhere to them, and they are always bright. In Cleveland there are almost six hundred, located at every prominent street intersection in the business districts and wherever people congregate. There was such a big demand that the company had to refuse 182 applicants who desired boxes placed in front of their places. No one is asked to advertise on these boxes except concerns of the highest repute, whose goods are reputable in every way.

ARE THEY CIRCULATION LIARS?

From 1888 to 1896 inclusive, a period of nine years, the accuracy of circulation ratings in the American Newspaper Directory was guaranteed by its publishers and a substantial money reward was paid by them to the first person who successfully proved that any circulation rating in actual figures, based upon a statement received from the publisher of the paper, was not true as given. This general guarantee was withdrawn in the early part of 1897, after between three and four thousand dollars had been forfeited by the Directory publishers because too many unscrupulous newspaper men, indifferent to the honest intentions of the Directory, and the moral and material degradation of their own papers, subjected the Directory publishers to an expense which the appreciation of their work did not fully warrant. Since the early part of 1897 the Directory guarantee has been limited to cases where the publisher of a paper expressed his desire of having a guaranteed rating and has secured the Directory publishers against possible loss by the permanent deposit of \$100 as an assurance of his good faith.

The Directory, when deciding to limit its guarantee to the class last mentioned, also provided for the protection of the great majority of circulation ratings given in the Directory that remained unguaranteed, a system of signs (# ## ###) to follow circulation ratings when circulations seemed to warrant the belief that deceptive statements were furnished. These signs are explained in the Directory key as follows:

* The accuracy of this rating has been questioned by one or more persons who claim to have facilities for knowing the facts.

The accuracy of this rating has been questioned by one or more persons who claim to have facilities for knowing the facts, and it is feared that the doubts expressed do rest upon a substantial foundation.

The editor of the American Newspaper Directory has offered to verify the correctness of a circulation statement furnished by this paper, provided the publisher of the paper would agree to place the necessary facilities at his disposal. It was stipulated that the verification should be without cost to the publisher of the paper, but to this offer the publisher's

response was not such as to entirely remove the impression of doubt that had been cast on the accuracy of the statement furnished.

So far one or the other of the above signs have been utilized in only about a dozen cases. The first paper to qualify itself to the triple marks (###), as explained above, was the Philadelphia *Evening Item*, a daily paper that had been in the habit of furnishing detailed circulation statements made in apparent good faith, but the truthfulness of which the editor of the American Newspaper Directory, for what seemed to be good and sufficient reasons, found it necessary to doubt. This caused the following letter to be addressed to the publishers of that paper:

(Copy.)

NEW YORK, Jan. 7, 1898.

We have received a circulation statement from your office, covering the year of 1897, showing the actual daily average of the *Item* to have been 198,875, and that of the Sunday edition 217,421. We are particularly anxious that the accuracy of the circulation rating given your paper, in the March issue of the Directory, shall be established beyond question. In order that it may be so, we will cause the correctness of the circulation statement you have furnished to be verified by a special examination, provided you will place at our disposal the necessary facilities. The verification, if one is permitted, will be conducted without cost to yourselves. If this proposal is acceptable to you, we will send a representative for that purpose at an early day.

This proposition was treated by the publishers of the *Item* about as would be expected if the doubt of the accuracy of their statement had a substantial foundation. They made no reply. At this time (January, 1901) the Directory editor is again in receipt, from the same paper, of a later statement of circulation, covering the year 1900, which he would deal with in a manner similar to the previous one if he had reason to think the publishers of the *Item* would treat his proposal in any other way than they did in 1898.

Other papers to which the Directory editor has deemed advisable to address a letter of the same nature have also avoided the issue generally by ignoring it entirely. These have been the following: Providence (R. I.) *Telegram*, Nashville (Tenn.) *American*, New York (N. Y.) *Leslie's Weekly*, New York (N. Y.) *Dramatic News*, Philadelphia (Pa.) *Household Journal* and quite re-

cently the Manchester (N. H.) *Advertiser*, a weekly paper with some (alleged) forty or fifty local editions. The case of the last named paper varies from the others mentioned in that its publisher gave his consent to allow the proposed verification and a day (the 28th day of December) was appointed by mutual agreement for the Directory representative to proceed with his examination. A competent person was sent for the purpose, but when he arrived facilities for the verification were not furnished. This being the case, in addition to the triple cross marks (# * #) as above explained, the circulation rating of the Manchester *Advertiser* and its editions, in the forthcoming issue of the American Newspaper Directory is likely to be further embellished by the mark (! !) which is explained in the Directory key as follows :

(!) The general advertiser ought to make himself well acquainted with the merits of this publication before contracting with it for advertising space.

In the opinion of the editor of the American Newspaper Directory newspaper publishers may be generally divided into three classes :

1st. The publisher who will truthfully tell the circulation of his paper. He is fair and honest.

2nd. The publisher who will not tell the circulation of his paper. He may be honest but hardly fair, as long as he refuses to make known the quantity of his commodity which he has to sell for a specified price.

3rd. The publisher who is unscrupulous in his circulation claims and under the guise of truthfulness will give out statements of circulation that will not stand the test, always reserving a loophole that leaves his statement less than definite. The general advertiser cannot profitably deal with papers of this class.

Of these three classes the first finds it the easiest thing in the world to secure an accurate circulation rating in the American Newspaper Directory, all that is necessary being to state the facts and sign and date his statement. The second class sometimes fails

to obtain a satisfactory circulation rating because the Directory editor cannot always learn from outsiders what the publisher of the paper is himself unwilling to have made known. The third is an imposition upon all concerned, whether newspaper directory, advertiser or fellow publisher.

"THE SILENT PARTNER."

One of PRINTERS' INK's babies that for some time has been put out with a dry nurse way down in Maine is known to the neighbors by the somewhat incongruous name—for a baby—of the *Silent Partner*.

In its January issue the *Silent Partner* tells his opinion of the American Newspaper Directory, and the editor of that standard work makes comment thereon. What the *Silent Partner* asserts is printed in nonpareil and the Directory man's comments are given in brevier.

ASSERTION.

The American Newspaper Directory has been published for thirty-two consecutive years, and in our opinion its only weak point is in the manner of making up circulation ratings.

COMMENT.

This is really the Directory's strongest point. Note that the repetition of the ratings accorded for ten years last past shows whether a publisher is reticent or open and above board about letting his actual issues be known.

ASSERTION.

If a publisher does not take the trouble to compile a statement, his circulation is rated far below what it ought to be.

COMMENT.

This is never done. The Directory keeps standing an offer of a reward for the discovery of a case of this sort in the following words:

"A copy of the next issue of the American Newspaper Directory will be presented to the first person who shall prove that any paper in this edition credited with a circulation rating by letter is actually entitled to a higher letter rating than it receives."

This reward is not called for a dozen times in a year.

ASSERTION.

A publication, the manager of which

takes the trouble to compile and furnish a statement of circulation, is sometimes quoted three or four times higher than a paper which every interested party knows to have a circulation far in excess of the favored one.

COMMENT.

Any one reading this would suppose the writer must have in mind a case in point but this is not so. If the *Silent Partner* will examine the Directory for the purpose of picking out an instance that sustains his assertion he will find that none such exists.

ASSERTION.

The editor of the Directory says it is the publisher's own fault and that he (the editor) failing to receive any statement is bound to keep on the safe side.

COMMENT.

Doubtless the Directory man ought to keep on the safe side, but as a matter of fact the principal reason why many a publisher fails to send in a circulation report is found in his experience that the Directory editor, if left in the dark, is likely to assign him a higher circulation rating than he could truthfully claim. It is wonderful what good papers exist and make money on an average issue of a thousand copies.

ASSERTION.

The editor usually keeps so well on the safe side that the rating is out of joint.

COMMENT.

If the (presumably) honest editor of the *Silent Partner* will devote an hour to the examination of the Directory ratings of papers about whose circulations he has knowledge he will be forced to admit that this fling was not deserved.

ASSERTION.

In the meantime, the advertiser who pays \$5 for the book does not care a hurrah whether the editor of the Directory gets his circulation figures by publishers' affidavits or through the employment of a detective agency. He simply wants the information.

COMMENT.

And information is what he gets. And when he disregards the information the Directory conveys he gets fooled.

ASSERTION.

Far be it from us to undertake to reform the maker of this book. It seems too bad, however, that its value should be limited because of a method of ratings which the advertiser cannot rely upon any more than could a jobber rely upon the information of a mercan-

tile agency that gave certain prosperous business men a rating of small capital, simply because they did not give signed statements to the agency reporter.

COMMENT.

A prominent New York merchant refrained from making any very definite statement to the mercantile agencies because he knew the prevailing opinion about his credit was much higher than a definite statement from him would sustain. To-day a whole lot of banks are wondering if the million or more of the paper they held of this concern will pan out as much as thirty cents on the dollar. The Directory editor has known papers generally credited with 50,000 circulation that did not print 2,500 copies. The publishers of papers of this sort generally speak of the Directory as a *blackmailing scheme*.

CONCLUDING REMARKS.

The Directory editor is pleased to read the comments of the *Silent Partner*. They voice an opinion much fostered by dishonest newspaper publishers and believed in (doubtless) by some who are perfectly honest; because the occasion to investigate and prove its falsity has never presented itself at a convenient season. The first volume of the Directory for its thirty-third year will be ready for delivery to subscribers on Friday, March 1st.

The *Publishers' Guide*, a New York periodical issued in the interest of newspaper men, in its issue of December 15 says:

A great many publishers are given to belittling the advantage to them of having satisfactory Directory ratings. Here are some remarks on this subject by J. D. Scanlon, of the Grand Forks *Herald* (N. D.), that are deserving of attention:

"When it comes to getting foreign business, you are in identically the same position as the country merchant. You must advertise for your trade. You must keep constantly drumming it up, resorting to every legitimate means to keep the name of your publication before the Eastern agents and the general advertisers. They will not know that you have a good advertising medium unless you see to it yourself that you are properly rated in the newspaper directories. Big advertisers look up your circulation rating just as a wholesaler would refer to Dun or Bradstreet before selling a merchant a bill of goods. If you have a newspaper with a good average circulation, which caters to some political creed or class of people, it

gives you a certain prestige which entitles you to recognition in the advertising field. Advertisers are always looking for information of this sort, and an argument along this line will prove to be a business getter."

Some publishers seem to have the impression that they are causing the directory man annoyance by not sending him correct information. The shoe is on the other foot, as it matters little to them, but it is of considerable value to publishers to have their publications rated fairly. The best way to have this done is to send in a statement made out accurately, following instructions as nearly as possible.

A publication that is not mentioned or that has an indefinite rating certainly does not receive the same consideration from the general advertiser as those that have their proper rating.

There may be an occasional instance where it is impossible for a publisher to get a satisfactory rating in certain directories, but those cases are rare and often the cause may be easily overcome. "Giving the devil his due," we are inclined to the belief that the most of directory publishers are inclined to be fair, especially as to ratings.

THAT ADVERTISING TRUST.

In PRINTERS' INK for December 26th space was given to the following statement:

Among the papers represented by the Armor-Bowen Co. of Baltimore are the following variously credited with from eleven hundred to twenty-two hundred circulation:

Annapolis	Republican	1300
Cumberland	Alleghanian	2000
Westminster	Advocate	2200
Elkton	Cecil Democrat	1350
Elkton	Cecil News	1100
Oakland	Republican	1150
Bel Air	Harford Dem	2000
Bel Air	Times	1300
Havre de Grace	Republican	1600
Ellicott City	Times	1250
Ellicott City	Democrat	1250
Chestertown	Transcript	1500
Centreville	Observer	1650
Centreville	Record	1650
Crisfield	Times	1550

Referring to these, the editor of the American Newspaper Directory says that if the Armor-Bowen Co. can show that any one of them actually prints an average edition of so many as a thousand copies he will reward the Armor-Bowen Co. for the information by presenting a copy of the latest issue of the American Newspaper Directory and will give an additional copy for the second, third and so on for every one of the papers named that shall be shown to really print so many as a thousand copies regularly.

This publication elicited two replies, as given below:

CUMBERLAND, Md., Dec. 29, 1900.
Managing Editor PRINTERS' INK, 10 Spruce St., New York:

See page 28 your issue 26th and promise retraction as to Alleghanian's circu-

lation in next issue or proceedings will begin at once. Alleghanian's circulation is never less than two thousand.

JOHN W. AVIRETT,
Proprietor Alleghanian.

BALTIMORE, Jan. 2, 1901.

Editor of PRINTERS' INK:

We wish to thank you for your fair and courteous treatment of us in publishing our entire letter of December 14.

We also note the offer made by the editor of your American Newspaper Directory. In reply we beg to submit to him and to you the following:

The Armor-Bowen Co., Inc., hereby agrees to send its representative with a representative of either the American Newspaper Directory or of PRINTERS' INK to each paper mentioned in the article which appeared in PRINTERS' INK of December 26, 1900, the expenses of said representative to be paid for by the Armor-Bowen Co., Inc., in the proportion of one-fifteenth for every paper on the said list that cannot show an average circulation of one thousand copies for the past six months, provided that the American Newspaper Directory or PRINTERS' INK pay said expenses in the same proportionate rate, viz., one-fifteenth for every paper that shows an average circulation of one thousand copies for the past six months.

And the Armor-Bowen Co., Inc., further agrees to forfeit \$100 for each paper of the said list which shows an average circulation for the past six months of less than one thousand copies, provided the American Newspaper Directory or PRINTERS' INK will give to the Armor-Bowen Co., Inc., one dollar (\$1.00) for each copy of each paper over and above the average circulation of one thousand.

We do not make either of these propositions in any sense as a "bluff," but we simply want to show PRINTERS' INK, its readers and the American Newspaper Directory that we are sure of our grounds, and we don't want to be involved in a doubtful controversy, and on the other hand we do not feel that we should bear the expense of proving what we know to be facts.

If PRINTERS' INK or the American Newspaper Directory do not care to accept either of these propositions, we will send to you a sworn statement from each of the said newspapers, which we must insist be accepted by PRINTERS' INK and the American Newspaper Directory as conclusive evidence of the circulations in controversy.

We have been exceedingly careful in regard to this matter of circulations. Mr. Patterson, secretary of our company, and Mr. Armor, president of our company, between them personally visited each paper and thoroughly investigated the circulation of each.

The Armor-Bowen Co., Inc., has refused to enter into its contract with some papers in Maryland simply because they would not allow its representative to thoroughly investigate their circulation, thereby showing that the circulation which they wished the Armor-Bowen Co., Inc., to give and for which they wish to the Armor-Bowen Co., Inc., to pay was not correct.

This accounts for the absence from

the Armor-Bowen Co.'s list of a fourth or more of the county weekly papers of Maryland.

Its investigations revealed the astonishing facts that papers claiming from 1,000 to 1,500 had in some cases less than half and in one or two instances less than one-fourth of the circulation claimed.

The contract which the Armor-Bowen Co., Inc., makes with the advertiser guarantees the actual figures of the circulation which it sells, charges the advertiser with this circulation at so much per thousand and agrees to rebate the same proportionate rate for every hundred circulation less than paid for, on proof within thirty days from the date of contract.

We have a copy of the latest American Newspaper Directory, and so do not care for another. Yours very truly,

THE ARMOR-BOWEN CO., INC.,
Grant Armor, President.

It will be noted that neither communication gives proof of the actual issue of any paper of the fifteen mentioned, although the Armor-Bowen Co., Inc., do manifest a willingness to join in a sort of possum hunt for the purpose of gaining information on the subject. PRINTERS' INK maintains that the circulation of a paper is best stated by giving the actual average number of complete copies printed for an entire year and believes that in ninety-nine cases out of a hundred the circulation may be considered proved when the publisher has stated his actual edition for every issue for a year, added them up, divided the total by the number of days of issue to find the average issue and signed with a pen the statement that the figures given are actual and true. If any one of the papers enumerated will prepare and sign such a statement the Little Schoolmaster will accept it as true and accord the publisher that does this (if any one of them does) a higher place in his esteem than had been previously assigned. If the Armor-Bowen Co., Inc., find it possible to obtain such proof of actual issues of one or more of the papers named there really must not be much expense attendant upon the successful effort, for the publisher will have to do all the work. If requested PRINTERS' INK will furnish gratis a sufficient number of nicely ruled blanks prepared for the convenience of newspaper men who wish to convey the very sort of information here talked about.

THE FIFTH SUGAR BOWL.



AWARDED JANUARY 17TH, 1901, BY
"PRINTERS' INK,"

The Little Schoolmaster in the Art of Advertising
TO THE "WEEKLY COMMERCIAL,"
OF BANGOR, MAINE,

that paper having been pronounced, after over eight months' careful weighing of evidence, the one which gives an advertiser best service, in proportion to the price charged, among all the weeklies in the United States.

A BILL OF EXCEPTIONS.

LINCOLN, Neb. Dec. 28, 1900.

Editor of PRINTERS' INK:

In re "The Fifth Sugar Bowl."

Now comes the Press Publishing Company, publishers of the Lincoln (Neb.) *Freie Presse*, and says that:

1. PRINTERS' INK erred in stating that weeklies to-day do not carry very much advertising, etc., etc. (page 30, Oct. 31, 1900). As this statement is made in speaking of the papers which lay claim to the Fifth Sugar Bowl, the editor of PRINTERS' INK might easily see his mistake by glancing over a few copies. He will find that nearly all, and especially the Lincoln *Freie Presse*, carry fully as much advertising as their space will reasonably permit. As nearly all of the advertising is "keyed," you have the best evidence that it is profitable.

2. PRINTERS' INK (Nov. 21) erred in stating the rate and circulation of the Lincoln (Neb.) *Freie Presse* to be: Circulation, 88,196; rate per line, .25 cents; rate per thousand copies, .0028.

The American Newspaper Directory for October, 1900, has on file a detailed statement showing that the average circulation of the Lincoln (Neb.) *Freie Presse* for twelve months preceding exceeded 100,000 copies per issue. Up to Nov. 1 and for ten months previous the flat rate of the Lincoln *Freie Presse* had been 20c. per line, or .0020 per thousand copies. Any agency or any advertiser who has done business with us will verify the latter fact.

The average circulation of the Lincoln *Freie Presse* from Nov. 1 to date has been in excess of 125,000 copies each issue, and upon this fact is based our present flat rate of .25c. per line, which is again equal to .0020 per thousand copies. This proportion has been the basis of our rate for years, even when our circulation was small, and at a time

PRINTERS' INK.

when such a rate would not even pay for composition, etc. For 1899 the average circulation exceeding 88,000 and our rate was then 20c. per line.

3. PRINTERS' INK, in its resume (Oct. 31), refers to our claim that the circulation of the Lincoln *Freie Presse* contains no waste—not even exchanges. It erred, however, in not mentioning the fact that all subscriptions are invariably paid in advance for a full year.

4. PRINTERS' INK erred in admitting evidence relating to changes of rate or circulation occurring after the contest had begun, as it did in printing an advance in our rates Nov. 1, though it corresponds with an increase in circulation.

5. PRINTERS' INK erred in asking the publishers to answer the following questions: "Does any paper possess superior character or influence to more than affect a balance against it in point of circulation?" (page 29, Nov. 21.) This question should be decided by the judges of the contest, after considering to what extent quality of paper, presswork, etc., affects the value. The testimony of publishers as to comparative profits from the use of their columns is not admissible, unless based upon actual experience in advertising in all or a number of the competing papers. Testimonials from advertisers may be admitted and such evidence must be weighed by the judges. It seems to us that the judges should obtain a list of the advertisers carrying "keyed" announcements in the competing papers, and should, if possible, get a comparative statement.

Respectfully submitted,
THE PRESS PUBLISHING COMPANY.

PERSISTENT REGULARITY.

"This must be a splendid medicine, it is advertised so much."

It was a woman who made the remark to a druggist who sold her a package of corn plaster.

A little analysis of this particular and apparently trivial incident reveals interesting facts. The plaster had in reality been advertised very little. A six-inch advertisement once a week in one newspaper was the extent of publicity given it. This advertising, however, had been kept up regularly for more than a year. As regularly as the Monday issue of that newspaper appeared the six-inch ad was there in neat display and new wording. Regularity won recognition for this remedy. There were no big spaces—no plunging; only one small stroke once each week. The expense was small, the risk slight, but results now pay the bills and leave a comfortable profit besides.

It is doubtful if any one principle of advertising policy is so often proved true as the wonderful power of persistent regularity.

STARLING H. BUSSE.

ANY newspaper that will not prove its circulation has not the right to ask money from advertisers for that circulation. A circulation that will not bear an investigation has something to hide. Any newspaper that refuses an advertiser, who asks for proof of circulation, should be refused further patronage by that advertiser.—*Rhode Island Advertiser.*

PRINTING NOT WANTED.

While Constantinople and Cairo and the Orient in general have excellent printing establishments and issue an abundance of books and periodicals, Persia issues only lithographic reproductions of its native literature, says the Boston *Transcript*. The *Gegenwart* gives the following facts in the case:

In the beginning of the present century a printer's press was set up in Tabriz and a number of books were published. But this experiment was soon given up. The innovation proved to be exceedingly unpopular in Persia, and this for two reasons: in the first place the straight and stiff character of printed letters offended the aesthetic taste of the Persians; secondly, a printed book lost its character as a written production. The same reason that causes a Persian to place an extraordinary value on beautiful handwriting makes him deplore the absence of this beauty in printed productions. A beautifully written manuscript is his special delight. If he cannot have the manuscript itself, he is content with a lithographic reproduction, which is the best imitation.

People in the West can scarcely imagine how much attention is paid in Persia and elsewhere in the Orient to the production of a finely finished manuscript. Men of deep learning spent years in acquiring the art of reproducing the classical works of their literature in the most beautiful handwriting possible. Although this art has in recent years been supplanted by lithography, in every large bazaar special sections are still set apart for the preparation and sale of such manuscripts. The ordinary house library of a Persian consists of an Arabic edition of the Koran, one or more of the poets, a dictionary and a general history, all, however, either in manuscript or in lithographic reproductions.

It is not necessary that the advertisement should be "fine writing." It need not be an essay. It requires more time and acumen to condense your words, make them strong, than to expand.—*Bakers' Helper.*

NEW PUBLICATIONS | NEW PUBLISHERS



If a thief should steal your purse and leave a valuable diamond ring in your pocket, what would you do with the ring?

See Dr. S. Weir Mitchell's Piquant Story,

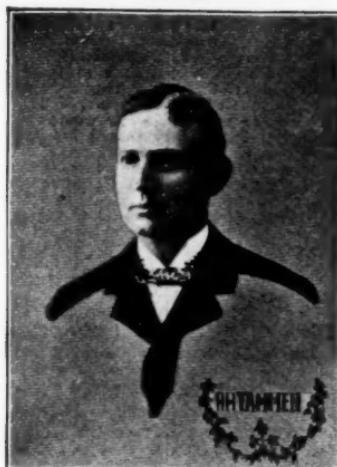
A COMEDY OF CONSCIENCE

complete in the

JANUARY CENTURY

Sold everywhere. 25 cents.
The Century Co., New York

HOW ONE MAGAZINE IS ADVERTISING ITSELF IN THE NEWSPAPERS AND CARS.

H. H. TAMMEN.

When inclosing to PRINTERS' INK the following sketch from *Drops of Ink*, official organ of the Colorado Editorial Association, Mr. Tammen refers to it in the sentence printed below:

Inclosed please find *Drops of Ink*. The fakir wrote a good hot story about me which I thought you might get time to read.

Tammen—"A thoroughbred, with all that the word implies."

Tammen—"The worst blackguard in Colorado."

Tammen—"A man of great originality and possessed of many lovable qualities."

Tammen—"A foul-mouthed wretch!"

Tammen—"A brilliant and successful fellow!"

Tammen—"A loyal friend, an unscrupulous enemy and an entertaining acquaintance, a type very well known in the far East, where the graduates of the street often rise to great positions."

These are a few of the opinions which I have heard expressed in regard to H. H. Tammen, the subject of this sketch, and, paradoxical as it sounds, no one of them is entirely wrong, the sole trouble being that each person had had but one view of the many-sided character of the man.

It's a mistake to say he's a type—he's not—he's entirely too complex to bear classification.

It often happens that a youth without education steps from the streets to a position behind the bar, but I have not heard of another case where the mixer of the seductive cocktail and the insidious pousse-cafe has seated himself in a publisher's chair and not alone filled it—but made it great.

Thirty years ago a little tow-headed boy of nine, with a face like Michael Angelo's cherubs, and an extensive acquaintance with the streets, was installed behind the bar of a great saloon in Phil-

adelphia. There he learned many things not included in the education of the average youth. He found out that if he did not look out for himself no one would. He also discovered that the majority of men were fools—it is a knowledge that most men only attain at a mature age, and many never at all.

As time went on he accumulated a vast deal of curious information, and incidentally acquired a vocabulary of unrivaled richness. He had no book education, but had an amount of intelligence that doubly discounted any lack of that kind, as far as an insight into the mind and motive of the average man or woman was concerned, could give a college professor cards and beat him hands down.

In 1880 he was smiling across the polished counter of the Windsor Hotel bar. The cherub of nine had become the youth of nineteen. In that ten years he had seen the world and discovered the folly of most things. His religion could be summed up in the language of David Harum, who said, "Do unto others as they would do unto you, and do it first."

He completed his education by a study of the "great men" of Colorado—he had them constantly under his eye—he knew their weak points and their strong ones—he likewise knew what was under the veneer. It was not always edifying, nor did it add to his respect for mankind—but it was instructive.

One bright day he constructed a toy and exhibited it upon his counter. A traveler came in and offered to purchase it. That was the first step toward another life. In five years he had revolutionized the curio business of the West and laid the foundation for a fortune.

About this time he founded the *Great Divide*, a magazine which from its inception was a daring and unique innovation.

The panic of '93 wiped out his fortune—but in '94 he was again to the front with a publication called "*The White City Art Company*"—a pictorial magazine which to-day is the best thing of its kind in America.

Five years ago he met Frederick G. Bonfils and induced him to purchase the *Denver Post*, an insignificant evening paper, without circulation or influence—and Tammen's opportunity had arrived.

The splendid success of the *Post* is a matter of common knowledge. It stands to-day the foremost paper of the Middle West—and the man who has led it to victory is Harry H. Tammen.

With his unique knowledge of the world he combines an astute mind, a daring originality, an utter absence of fear and a complete contempt for shams and hypocrisy—with all this, he has always recognized the advantage of surrounding himself with first-class people, his pet phrase being that "nothing is too good for the *Post*."

His greatest fault is a garrulity that will not be repressed and a misuse of the Queen's English which horrifies the orthodox and deeply offends the aesthetic. He is intensely dramatic in all of his instincts, and never fails to play to the grand stand.

He has a curious vanity, a childlike desire to occupy the central position at

all times, is very sensitive to criticism from those he loves, but rather enjoys being "roasted" on the outside, has a singularly happy home life, and is much beloved by all of his employees and by the few people to whom he gives his friendship.

In fact, he is one of the few men to whom every kind of epithet can be truthfully applied, and yet who will ever command the admiration of those who know him well, because whatever his faults he has been given that priceless treasure—a drop of pure intelligence. A shade less and he might have been more conventional, a shade more and he would have been a genius—and geniuses they say are mad.

As it is, he stands to-day one of the most unique figures in Colorado, if not in the entire West.

A DISTINCTION WITH A DIFFERENCE.

The "ad-smith" and his motley sort have been tinkering away in clumsy fashion on the far rim of advertising, wholly ignorant of its inner meaning or of its vital power. But thanks to the hard common sense of business men they have been cut short in their fantastic careers and are fast passing away. With them is passing their one idea, that advertising consisted solely in gaining the attention of some people, by some design, however far-fetched, or by some weird combination of words or by some odd typesetting. They quite lost sight of the fact that gaining attention may result only in securing notoriety. Not only must attention be gained but held, while information about the article advertised is imparted in a way to produce a favorable and, if possible, a convincing impression. This is the aim of all good advertising and it is the pole star of every sound advertiser in the country.—*Brooklyn (N. Y.) Eagle.*

A GREAT LITTLE THING.

Ralph Waldo—Pa, is there such a thing as "a great little thing"?

Busy Father—Well, er—yes. Take that little ad of mine in PRINTERS' INK, for example.

DON'T roast your competitor. It merely introduces him to a whole lot of people who did not even know he was on the earth.—*Good Advertising.*

STANLEY DAY'S VIEW.

Fashion seems to be predominant all over the *Delineator* office, even to the advertising department. Its most recent outbreak is an attempt to imitate the senseless rule of the *Ladies' Home Journal's* forbidding agents to make a quotation at less than regular rates. The discount of the *Delineator* and *Designer* is so small that few would wish to cut it; but if they should, this rule is no bar, as all necessary is to subtract the amount of allowance on the *Delineator* from the price of some other paper. The only effect of the rule is to cause inconvenience and to hinder a straightforward style of business. Evidently it was inspired by agents of a class which carries more fashion than cash in its clothes.—*Advertisers' Guide.*

TRIES EVERY METHOD.

The American Newspaper Directory is now sending out its annual demand to newspaper men for information about the circulation of their papers. Probably no other publication printed in the world has so many times changed its form of asking questions and of suggesting to newspaper men what will be the result if they do not comply with its requests. No paper has used such diverse phraseology in trying to influence newspaper men to state their circulation.—*Boston (Mass.) Home Journal.*

LARGE CIRCULATIONS.

A. C. Harmsworth, chairman of the company publishing the *Evening News*, a half-penny London paper, recently stated that on the relief of Ladysmith 664,440 copies of the *News* were sold. On the capture of Spion Kop 630,315 papers were disposed of. On the following day, when Spion Kop was abandoned, the sale dropped to 546,696. Cronje's surrender was responsible for 835,569. The weight of paper consumed in 1900 was 3,617 tons.—*Fourth Estate.*

MANY people are wholly lacking in the sense of humor. Others never read verse of any kind. Most of people like their reading matter undiluted. If they fancy philosophy they know where to find it. When they turn to the advertising columns of their daily or weekly paper it is to find where they can supply their wants at the most reasonable rates.—*New England Grocer.*

PUBLISHERS INDIANAPOLIS PRESS,

Indianapolis, Ind.

DEAR SIRS—A paper which has as its owners and active editors men who have stood foremost in Indianapolis as successful journalists for thirty years, must be a paper with support that advertisers cannot afford to overlook. Continued success to the PRESS! and all legitimate business. Good newspaper advertising is the best promoter of the latter. Yours, etc.,

JOHN E. KIRLAND, Druggist.

PERRY LUKENS, Jr., New York Representative, No. 29 Tribune Bldg., N. Y.

LITHOGRAPHIC PRINTING SURFACES.

Many centuries ago, before the towns of Solenhofen, Fishstad or the State of Wurtemberg were thought of, immense quantities of fine loam, chalk, slate, etc., accumulated among the calcareous coral-cliff lagoons and under the waters of a now unknown ocean. To-day a prosperous community is deriving a handsome revenue from the sale of stone slabs formed through the ages by these mixtures and through the potent changes that have taken place since. A mighty industry has arisen, which employs thousands of men all over the globe in producing art work upon and from this stone, and serving as an educator of the human race, known to every business man as the most effective means of advertising, to the artist as the most direct way of reproducing the touch of his pencil.

Alois Senefelder, a speculative mind, aided by a singular circumstance, found a slab of this pure limestone at hand, wrote upon it with an etching-ink which had been prepared for some other purpose, all in a moment of nervous haste (because he could not find a ready piece of paper), wrote a washerwoman's memorandum upon the stone, and aided by his genius of observation, skill and perseverance, invented lithography. This is now somewhat over a century ago, and it stands to-day as the only popular, economic printing process for the rendering of fine art expression; but little having been added to the principles underlying the invention, but much regarding its capacity and utilization.

The principle of printing from stone is simply this: You are enabled to print from a perfectly flat surface; there need not be any elevation of your work at all, because you have a substance in the smoothly-polished litho stone that is at once susceptible to the slightest form of grease (ink), under-

going a firm compact with it, as well as a substance that will at all places where left free from ink, absorb water. This is all there is to it; as long as you moisten the stone, upon which a drawing with greasy ink has been placed, you can roll over it with ink and the latter will only adhere to its like, but will be repelled by the water; just the same as a fat spot on a piece of paper will not allow any water to remain upon it, although the surrounding paper will receive it readily. Of course there are some other things necessary in order to render the method of practical utility, such as gum, acids, resin, burning, etc., which it would be too confusing to the business man to enter into.

There have been many places in different parts of the globe where litho stone has been found, but nowhere as yet has any been produced of that purity and just-right quality which is taken from the Solenhofen quarries in Wurtemberg, Bavaria. The land is owned there, as in most places, by various individuals. These employ skilled labor to raise the stone, or they "farm it out" to some contractor; they do not make a good thing, financially, out of it, competition being strong; and it is needless to say that if Solenhofen were a United States dependency, a little trust would soon have the bull by the horns, and things would be more "regulated." The stone is lifted from the quarries in slabs from 5x6 inches and 2x3 inches thick, up to 40x60 inches, the former selling here for about from 6 to 7 cents per pound. Slabs have been taken of the larger size, of exceptional purity, worth over \$500.

The principle in surface printing, being so exceptionally simple, as no high-etching, as in line work, or make-ready, as in half-tone, is necessary (besides the ability of the artist, of drawing on a slab and at once, by very little preparation, proceeding to print from the very original), as well as the very economic method of reproducing and multiplying the

work on other stones, of greater dimension, thus printing the largest kind of a sheet, has naturally been an incentive to its cultivation, these being facilities which no other printing method possesses. At the same time lithography kept pace with the invention of photography, and readily adopted its quick means of producing superior originals for the printing press.

One drawback was left, however, as the competition for a larger and still larger sheet advanced, the cumberstone stone, and its difficulty of obtaining and shipping, was felt more and more, and speculative minds looked about for other material to adopt for surface printing. The step was a little one, it is true, for four ways were left open, these being: pure metal, a chemical deposit upon metal, a composition, and joining or mounting several small stones together. The first was tried by the inventor himself, on zinc; the second was tried soon after the death of the inventor, and the third has been brought pretty nearly to perfection, but only in small slabs, and the latter is rarely used on account of the seams taking ink during the process of printing.

Zinc is a substance which enters rapidly into chemical combination with hydrogen and oxygen of the atmosphere, and although this may be circumvented by certain treatment and can then be exclusively used for certain work, it is not infallible under all conditions; coatings upon metal, preferably zinc, are apt to peel off under effects of acid used and suction of rollers; for artificial stone the means are not at hand to produce heat or pressure sufficient to get a close and fine texture, and finally, joining several stones together upon the slab presents varied difficulties in the sawing, polishing and accurate fitting of the separate pieces.

Therefore something had to be obtained which combined the sensitiveness of the litho stone and presented none of the drawbacks of the substances or devices men-

tioned. This was at last found in aluminum. Its adoption for surface printing is claimed by John Mulally, in this country; E. Villon, lithographer and author, in France, and F. Krebs, in Germany. However it may be, the step from the use of zinc plate to the building of the litho rotary press was a far more important one, and the adoption of aluminum, after zinc had been used successfully, was a comparatively natural and unavoidable one.

As stated in the beginning, the principles of lithography have not been changed nor materially added to since its invention, the manipulations and capacities thereof have been enormously increased, and only in the last quarter of its existence. Thirty-five years ago a litho hand-press printer with a stone 18x22 could produce but 400 impressions a day, and a shop that had twenty-five such men and presses was a large one. We then saw the introduction of the steam press, with a stone 30x40, and 3,000 impressions per day. Then the improvement of this press until it would hold a stone 35x50 and over, with a capacity of 5,000 impressions per day, until we have reached the zinc and aluminum rotary printing engines, with a sheet 44x70, printing 15,000 sheets per day, or producing with one revolution, in the fraction of a minute, as many labels as were printed in several hours on the hand press years ago. The rapidity of production could not be followed by the hand-feeder, and the "Automatic Feeder" had to be devised.

But the restless energy of the inventor, not yet satisfied, kept on, and is perfecting presses that print six and more colors with one trip of the sheet. And finally comes the news that even the damping, the very principle of lithography, shall now be changed: The removal of the damping rollers from the lithographic press, or the mustering in of the typographic press for actual surface printing! Could any one have thought of such a thing? This will simplify matters in color-printing, and is a fitting tribute to the

finish of this century—the finale of the lithographic century.—*E. F. Wagner, in Information.*

DIFFERENCE OF OPINION.

By Taylor Z. Richey.

It often happens that a beginner in advertising does not know exactly what to do, because his advisers are not agreed on a certain point. One advises him to advertise in a certain way. Another advises him to advertise in a way directly opposite to that outlined by the first, and as a consequence of this difference of opinion, the beginner is quite likely to reject the advice of both.

Men differ on all subjects. Were all men agreed on all points of advertising, there would be no need for the advertising expert. Advertising would be but a matter of rules—rules that could be demonstrated in all cases as accurately as rules that apply to mathematics. Were all advertisers agreed, advertising would know no advancement. It would be the same to-day, to-morrow or a hundred years hence.

Difference of opinion is an indication of progress. It's the difference of opinion that exists among the people in regard to politics that makes the United States the greatest country under the sun. Were all men agreed as to how the affairs of this country should be conducted, there would be no need of having an election every four years. If all were perfectly satisfied with the way things generally were being con-

ducted, there could be no advancement whatever. The world would stand still. Where men believe differently, it excites discussion and induces experiment; that ultimately results in some positive knowledge.

It's like that in advertising. All that is positively known about advertising is but the result of the difference of opinion that existed among advertisers. The beginner, when he receives advice of a contradictory nature from two advertisers, should not too hastily reject the advice of either, for by studying the opinions of both advertisers, he can frequently determine for himself the best way to advertise.

A DAYTON PROPHECY.

The newspaper of to-day which keeps space of the times in its general news character must expend a great deal of money. It necessarily secures little revenue from its circulation, and is compelled to expend much for the collection of news and for the purchase of high-class literary matter, because the newspapers are rapidly putting into their columns high-class magazine stuff. The quality of the publication and the cheapness of circulation conduce to a large reading constituency, and enable the paper to be of inestimable value to the advertiser. It is this condition which compels the increase in advertising rates all over the country, and we insist that the increase in expense to the merchant will be a blessing in disguise. He has too long treated the matter of advertising as a perfunctory feature of his business. As it becomes a matter of greater pecuniary expenditure, it will claim the same attention from him as the purchase of goods.—*Dayton News.*

THE PRICE FOR SPACE.

Every experienced advertiser knows that the price paid for space has comparatively little to do with successful advertising.—*Thomas Balmer.*

AT
THIS
OFFICE,

10 SPRUCE ST.,
NEW YORK,

The Geo. P. Rowell Advertising Agency keeps on file the Leading Daily and Weekly Papers and Monthly Magazines; is authorized to Receive and Forward Advertisements at the same rate demanded by the publishers, and is at all times ready to exhibit copies and quote prices.

A Canadian Paper Second
Only to One in the
Whole World.

An Advertising Triumph!

THE CHRISTMAS

La Presse

contained 278½ columns of paid advertising, which places it second in rank over all the newspapers in the world in printing.

THE GREATEST VOLUME OF ADVERTISING.

This beat all previous records with the exception of the New York *Journal* only. It beat the New York *Herald's* Christmas edition (the next highest). It beat the New York *World* by many columns. It beat the Montreal *Daily Star* by 184 columns.

THREE YEARS' COMPARATIVE STATEMENT.

		1898	1899	1900
Papers sold,	- - -	92,000	101,600	107,000
Number of Pages,	- - -	28	36	56
Number Cols. of Advertising		96	170	278

It must be understood that the Christmas number of LA PRESSE could have secured 325 columns of advertising if the size of the issue had permitted, but during the last five days it was compelled to suspend all canvassing for advertisements and to limit the space left for voluntary advertising.

"Advertising always comes in greatest volume to the paper giving the most results," says the *New York Journal and Advertiser*.

Send for rates and sample copies.

LA PRESSE,

Montreal, Canada.

THE OLD FAMILIAR FACES.
 Oh! those old familiar faces, how they linger in the mind,
 How the recollection of them 'round our memory is entwined.
 There's that man in Keene, New Hampshire, who was going to die for sure,
 Till he swallowed sixteen bottles of Dead Shot Consumption Cure;
 Down in Linden, Alabama, lives that well-known blacksmith's wife,
 Who, by means of Piller's Pellets, found the pathway back to life.
 Both their faces linger with us, and refuse to go away,
 For in many advertisements we can see them every day.

Up in Tuttle, Colorado, dwells a famous miner who
 Lost two legs in one explosion. Jones' Life Saver pulled him through.
 And in Manly Junction, Iowa, two section hands reside,
 Who, by using Johnson's Tonic, keep this side the Great Divide.
 In the town of Burton, Texas, is a man who the M. D.'s Said would die in twenty minutes. Ransom's Oil cured his disease.
 We can see them all before us, though they live so far away,
 For their portraits all are printed in the papers every day.

And the babies! Ah! the babies, sitting on their mothers' knees,
 While the man who takes the picture smiles and says, "Look pleasant, please!"
 How their pudgy little features are engraved upon our hearts,
 Though the little ones that own them live in very distant parts.
 What a wilderness of babies we have lately come to know,
 Who've been saved by foods and mushes, clear from Maine to Mexico.
 We have never heard their wailing nor their prattle and their play,
 But we know them, for we've seen them in the papers every day.
 —Portland Oregonian.

ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$26 a line. No display other than 2 line initial letter. Must be handed in one week in advance.

GEORGIA.

SOUTHERN FARMER, Athens, Ga. Leading Southern agricultural publication. Thrifty people read it, 22,000 monthly. Covers South and Southwest. Advertising rates very low.

ILLINOIS.

CONKEY'S HOME JOURNAL excels as a medium for interesting a good class of people in the smaller towns. Our subscribers own pianos or organs—the sign of a refined and well-to-do home—and are naturally mail-order buyers. 150,000 at 60 cents flat. W. B. CONKEY COMPANY, Chicago, Illinois.

MAINE.

WE are so well satisfied with our ad in this column for the past year that we will try it again. It has got us a special agent, for one thing—S. S. Vreeland, 150 Nassau St., New York who gets us contracts. He's a good one—see him. COURIER-GAZETTE, Rockland, Me.

CANADA.

CANADIAN ADVERTISING is best done by THE E. DESBARATS ADVERTISING AGENCY, Montreal.

CLASS PAPERS.

ADVERTISING.

PRINTERS' INK is a magazine devoted to the advertising field—its editorial staff being composed of men of standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—Chicago (Ill.) News.

PRINTERS' INK is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertising men. Is subject treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified \$5 cents a line each time, display 50 cents a line. $\frac{1}{2}$ -page \$25, $\frac{1}{4}$ -page \$50, whole page \$100 each time. Address PRINTERS' INK, 10 Spruce St., New York.

Displayed Advertisements.

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance

AS ADVERTISERS' AGENTS

CORDON & GOTCH
 STAND IN THE FRONT RANK IN
GREAT BRITAIN

THEIR METHODS ARE EFFECTIVE.

15 St. Bride St., London, Eng.

Results !!

Are you satisfied with the results from your present advertising?

Are your circulars and booklets satisfactory?

Don't you think they could be improved—in the matter, the style, the display, the printing?

Is your office stationery all it should be—is it sufficiently neat and attractive?

If you are dissatisfied you surely need my services.

I write, display and print advertising literature of all kinds and have built up an international reputation for excellent work.

I have the "knack" of doing it just the right way—the telling way—the profitable way. No fancy frills or flowery language in the ads I write, but plain money-making, business-getting arguments.

The best writing, best type, best printing—producing the best results.

Try me once—you'll be sorry you didn't know me before.

Write for my free booklet, "Have You Got Hold of the Right Printer?"

WM. JOHNSTON,

MANAGER PRINTERS' INK PRESS,

10 SPRUCE STREET, NEW YORK.

The Northwest Is A Great Country.

The Northwest MAGAZINE COVERS IT.

Here is our territory:

Iowa, Wisconsin, Minnesota, the Dakotas, Montana, Idaho, Washington, Oregon, Wyoming, British Columbia, Manitoba, Ontario and Oklahoma.

In this territory The Northwest Magazine has 31,000 paid subscribers.

Communicate with any reliable agency for rates, or write



ST. PAUL, MINN.

CANADIAN GENERAL OFFICES,
McIntire Block, Winnipeg, Manitoba.
CHICAGO, 638 Fine Arts Building.

A. G. SPALDING & BROS.

126-130 Nassau and 15-17 Beckman streets,
New York.

SPORTING LIFE,
Philadelphia, Pa.

Dear Sir—As a record of baseball news we consider the **SPORTING LIFE** as unexcelled, and it is a paper that we read with a great deal of interest.

As an advertising medium we have used **SPORTING LIFE** for a great many years, and feel that it reaches a class of purchasers, especially of baseball goods, that cannot be reached in any other way, and we shall continue to use it largely in the future. Very truly,

(Signed) A. G. SPALDING & BROS.

Every reader of PRINTERS' INK should
have one of THE PATRIOT'S

Handsome "American Beauty" Calendars. 1901.

'Twill prove both useful and ornamental for the office or the home. Sent postage paid to any part of the U. S. on receipt of four (4) two-cent stamps. Order now, as the supply is limited.

THE PATRIOT CO. (*Art Department*,
Harrisburg, Pa.)

Evansville Morning Journal

Established 1852.

Leading Republican daily in Southern Indiana.

EVANSVILLE JOURNAL CO., Evansville, Indiana.

About American Newspapers!

The editor of the American Newspaper Directory keeps on file a mass of information gathered from year to year concerning the circulation and character of American newspapers. He has always at hand, in chronological order, accessible at a moment's notice, a conveniently arranged mass of interesting documents, statements, pamphlets and circulation figures, going to show what is claimed for a paper by its owners or asserted of it by its enemies and friends. By the aid of these and his familiarity with the subject it is always possible to pass the history of the paper in rapid review and comprehend and measure the claims set up concerning its value to advertisers.

A new edition of the American Newspaper Directory with circulation ratings revised and corrected to date appeared December 1st. This is the fourth quarterly issue for the thirty-second year of the publication.

PRICE FIVE DOLLARS.

GEORGE P. ROWELL & CO., Publishers, No. 10 Spruce Street, New York.

The Goods and the Medium

MEET:

You've heard folks say "*all will be well when they meet their affinity.*" There's an affinity between good goods and good mediums of advertising.

Featherbone is the best substitute for whalebone ever invented. TOILETTES is the best fashion journal in America, absolutely practical. The best designs illustrating the use of Featherbone are appearing in TOILETTES: what we can do for one advertiser we can do for another.

(Sample copy of TOILETTES free.)

THE TOILETTES Co.,

170 Fifth Avenue, 26 East 22d Street, NEW YORK.

100,000

men and ruralists of America.
Proof in any form desired, at
any time, furnished for the
asking.

PROVEN CIRCULATION. Here is a clean-cut,
definite circulation among the best of the farmers, stock-

FARM NEWS

SPRINGFIELD, OHIO,

Is one of the oldest and best of its class. Its present leading circulation and progressive methods are assurances of even better things for the new century. IT IS A PAPER WITH PUSH AND PULL. Ask any Agency about FARM NEWS.

No list, aiming to attract the agricultural classes of America, is to-day complete without FARM NEWS.

THE AMERICAN FARMER CO., Pubs., Springfield, Ohio.

Youngstown, Ohio, Vindicator

DAILY:

10,000

SUNDAY:

10,000

WEEKLY:

9,600

LEADING DAILY IN NORTHEASTERN OHIO.

For Rates address

H. D. LaCOSTE, Thirty-Eight Park Row, New York

SPECIAL NEWSPAPER REPRESENTATIVE.

THE STATE

COLUMBIA, S. C.

Daily—Sunday—Semi-Weekly.

The American Newspaper Directory accords THE STATE a larger circulation than any other South Carolina daily.

Published at Columbia, the Capital of the State and the center of the great cotton manufacturing industry of the South, THE STATE occupies a commanding position. Distributed over the eleven railway lines radiating from Columbia and reaching more than one hundred towns before noon every day in the year, it is "the morning paper" for three-fourths the entire State.

With one matrix or one electro advertisers may cover the State, the whole State, with nothing but THE STATE. Address

THE STATE COMPANY, Publishers,

COLUMBIA, S. C.

Also publishers SOUTHERN CHRISTIAN ADVOCATE (Weekly), organ of 75,000 Methodist Church members in South Carolina.

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

If some one will kindly tell me what sense there is in printing at the head of an ad, or in any other part of an ad, a news item which has no possible connection with the business advertised, I shall be very greatly obliged. I can't see what useful purpose is served, or how an ad is made more attractive or convincing by drawing the reader's thoughts away from the business.

For instance, one advertiser in a small Connecticut city runs at the head of his advertisement every afternoon a fresh news item. To-day it is about a San Francisco man who won thirty-five thousand dollars at faro, having started with a capital of two dollars and fifty cents. Yesterday it told of a man who enthused so hard over a bowling match in Hoboken that he died from excitement. If there is anything in such items as these that will add interest to an ad of house-furnishing goods, or that will lead women to look every day for an advertiser's store news, I would like to have it pointed out to me.

There are mighty few things that can be incorporated into an ad that will make it any more interesting than an attractively worded statement of trading advantages. It is the province and privilege of the newspaper to print the news, and it is a foolish waste of money for an advertiser to devote any of his space to this use.

I believe that in some cases where the newspaper has no fixed position for its weather reports, or where they are so inconspicuous as to be hard to find, it is useful for an advertiser to run the weather report at the head of his ad. Women will soon learn to look for that to get the weather report, and will often be led to read the ad after having found it in this way.

For the benefit of those advertisers who may wish to run a weather report, and give it special

prominence, I will say that the Harper Illustrating Syndicate, of Columbus, Ohio, makes a series of little silhouette cuts representing different conditions of the weather. By using two of these cuts in combination, almost any sort of weather can be represented, so that the reader can take in the weather report in a passing glance. Of course the weather probabilities should be printed even when these cuts are used, but they add attractiveness to the ad and at the same time quickly convey useful information. This weather report advertising is neither new nor novel, and in some papers would not be especially useful, but it is likely to prove profitable under the conditions that I have named.

For a Printer.

Confidence.

It's everything to have confidence in your printer.

It's a big load off the mind to be able to take your copy into his office with the knowledge that every detail will be looked after without an hour's explanation. We know men, and good men, too, who have come here and said: "Here is copy for a booklet; I don't know exactly what I want, but I guess you do."

That's all—and we usually know what he wants, because it's our business to know—and we know our business.

Perhaps we can tell you "just what you want" in the line of printing.

All Right.

Beats Paying Rent

Seven dollars monthly, to apply on principal with interest, amounting to \$15.34 per month, will buy a new cottage house just completed, containing 6 rooms and bath, located on Garvan street, East Hartford, about two minutes' ride from Main and Asylum streets. Price, \$2,200. It's yours at \$200 cash down; \$1,800 cash remain on permanent mortgage at 5 per cent, payable semi-annually.

*Should Have Been Followed by a List
of Kinds and Prices.*

Horse Blankets.

Plenty here and more coming!

We are undisputed leaders when it comes to selling blankets.

We undersell anybody in the business—because most of our stock was bought before prices advanced and bought in big quantities and for spot cash.

We have the largest stock of horse blankets in the city—all the good kinds to select from—75 cents and upwards.

This is of the Kind That Sells Goods.

Safe Shaves,

Quick shaves, clean shaves and comfortable shaves are results obtained by users of "Star Safety Razors."

It's the razor for the beginner, the expert or the man that's nervous—you can't cut yourself.

Twill save the time you spend awaiting your turn at the barber's. Then you'll save money, too, for six shaves with a "Star Safety" will cost you less than one does now.

This easy-to-pay price, \$1.50 each, completes the story.

Business, from First Word to Last.

A Flour Bargain.

Flour is going up.

It has been going up for some time and it's hard to tell when it will stop.

We will create a sensation in the flour market for just three days: Monday, Tuesday and Wednesday.

We will cut the price of Public Market flour and cut it deeply.

We will sell but one barrel to a customer.

Public Market flour is made of Minnesota spring wheat.

It makes the bread white and light, and you'll get more loaves out of a barrel of Public Market than any other flour we know of.

We never hear any complaints about Public Market flour and we have such absolute faith in the goodness of this flour that we say to you:

If it does not suit you can have your money back.
\$4.46 a barrel.

For a Laundry.

The Blankets

we do are returned soft and fluffy, thoroughly disinfected and made moth-proof. No other firm knows our process, as we have purchased the exclusive right for Philadelphia.

Phone or send postal. Wagons call everywhere.

This Sounds Business-like.

Runabout Bargain !

If you want a bargain in a Runabout don't run about town to find it—come here.

We have five good ones, and there isn't one in the lot that wouldn't be a bargain at 30 per cent more than we ask for it. These Runabouts are equipped with the long-distance axle, rubber head springs, Bailey body hanger, Bradley couplings, rubber steps and spring cushions.

You couldn't get anything more with a hundred-dollar Runabout, and you'll express the same opinion if you run down and look them over. Price, \$65.

Calculated to Reach the Custom Tailor's Customer.

Separate Trousers

A great many men are apt to discredit the claim that ready-to-wear trousers can fit as well as the made-to-measure kind, even though they admit that the coat and vest, the top coat and the overcoat in our ready-to-wear goods equal custom work in every way.

We've met just such men in our clothing store, and have convinced them by a "Try on" that our separate trousers leave no further chance for discussion on this point, as we have measurements and fabrics for the most exacting requirements. Remember this when in want of separate trousers. \$5.00 to \$9.00.

No Foolishness Here.

Baths.

The Turkish baths as given at these parlors are the greatest health promoters known to the medical fraternity. If your health is impaired a Turkish bath will do you a world of good.

Makes One Hungry.

A Nice, Juicy Steak.

When you want one of these waistcoat expanders and want it cooked as it should be cooked, come to this place—all the fixin's—all the side issues—and heaps of satisfaction go with every one.

For a Store That Is Going to Move.

We're Going to Sell Everything

at present in this store's stock—art goods, bric-a-brac, draperies, brass beads, lace curtains and what not—we're going to sell them at auction prices without the auction.

Our reason—we're going to move—our store's for rent, and that's all but—you buying and getting our goods for cost or practically as you please.

A Reasonable Reason for Price Reductions.

A Furor in Furs.

The time to eat pie is when it's passin'—buy furs now at Scott's.

In buying furs always avoid the cheap. Nothing is more unsatisfactory than cheap furs. With this purpose firmly fixed in our minds we early in September visited one of the very best furriers in New York, a man whose work is seldom seen outside the very aristocratic shops of the largest cities. His stock was very enticing and the temptation to buy was strong upon us. We professed him a price for a certain number of scarfs. He laughed at us, saying that the figures were 400 per cent under value. October 1st we renewed the offer, but he still thought that Jack Frost would come soon around and declined to sell at so low a price. About the tenth of November he wired an acceptance, having decided that Jack was on a protracted vacation. The furs are here and Jack is "back on the job." That's the reason why the above named good fur scarfs and trimmings are selling for such little prices at Scott's.

This Is Good.

Tomato Bargain.

To-morrow we offer you a bargain in canned tomatoes.

We offer you the choice kind—called the Albion brand.

They are cold packed tomatoes—packed while they are ripe, yet solid.

These are meaty tomatoes—not slush and seeds—but prime tomatoes in every respect.

When you open a can of Albion tomatoes you'll find the color of the tomatoes a healthy-looking red.

You'll find the cores have been removed and the skin peeled off.

You won't find a teaspoonful of waste in a whole can.

Perhaps you think we're putting this tomato talk rather strong, but we say to you if they aren't just as we represent them, bring them back and we'll refund your money.

Where is the customer who could ask more than that—and where is the dealer who could give more?

9 cents a can.

3 cans for 25 cents.

A Good Argument, but It Tells Nothing Definite "About Prices."

About Prices.

It's easy to sell a cheap carriage at a cheap price.

It's altogether another thing to sell a good, well made, trustworthy carriage at a low figure.

Some people do the former.

We invite you to come and investigate our offers—we claim to sell carriages cheaper than any other repository in Connecticut.

If you'll favor us with a visit, we will prove to you that our claims are based on facts.

Want a harness?—Want any part of a harness?

Come here for it, we mark out the pace on harness, there is no getting away from that fact.

For a Restaurant.

Sweetbread Saute

Calf's sweetbreads, with French peas or mushrooms are served here so daintily and deliciously that they will touch the spot when nothing else will. Soc a portion. They're a treat.

For a Cut Price Sale of Jackets.

Consider the Quality of These Jackets.

The material and style, and you will realize the unusual opportunity which we are offering this week to every woman in Western New York. Our fall trade was so great that it induced us to buy heavily of winter stock, and a mild January finds us with too many jackets on hand. That's the story briefly told. Never in our business experience of twenty-three years have we made such sweeping reductions in cloak prices.

Says Something. Then Stops.

Cash and Deed Boxes.

We have a rarely good stock of cash and deed boxes, all sizes, from small ones just large enough to take in an ordinary bank note, at 75c, ranging in price from this—90c, \$1, \$1.25, \$1.35, \$1.50 and \$1.75, all substantially made, heavy jappanned tin, with good lock and two keys.

Always Show Reductions in Actual Figures, as This Ad Does, Instead of Printing Regular Prices Only and Naming a Discount.

Reduced Lamp Prices.

We want to reduce our stock of lamps before we take inventory, and to this end we have reduced our lamp prices.

Lamp-buying here always has the advantages of complete and comprehensive stock, assortments broad in variety, and the newest and best ideas in shape, decoration and construction. Lamp-buying here now has the added advantage of prices one-fourth less than our regular lowest-in-town prices.

1.00 lamps are now .75
2.00 " " 1.50
5.00 " " 3.75
10.00 " " 7.50

and all the between prices are reduced in the same proportion—25 per cent. This is an opportunity well worthy of your attention.

A Headline That Says Something.

Boys' Overcoats \$1.50 to \$4.

For the country boy, for the school boy, for the boy who gives his overcoat a rough tussle, here are some that will stand their own. For school or knockabout purposes these coats are an exceptionally fine value for some sensible parents. If style is a secondary consideration and good wear is first, these are the coats. At the time of our fire these coats were packed away and were never unpacked until the present week. We don't claim that they are the latest cut, but they contain the same materials as though they were. They will wear your boy just as long, if not longer. When they were first purchased they were marked \$6, \$8, \$9 and \$10.

Good Introductory.

Storm Collars and Fur Scarfs.

The claims of the Ayres fur stock on your consideration are not to be measured by what can be told in the newspaper. We try to impress the fact that only good furs are found here and that such are remarkably low-priced, but there's no argument like seeing. Visit the new fur section. Several specials to make it worth your while Saturday.

There's Selling Strength in This One.

A Good Boot.

The boot that we're going to tell you about now is the cheapest boot we know of.

No, it's not \$1.48 nor

\$1.98—it's \$3.50.

It's not cheapest in the sense that it's lowest-priced, but it's cheapest because it gives the most wear, dollar for dollar.

It's made of duck and pure gum. It has good thick soles and the uppers are reinforced all around up to about ten inches from the bottom. Some people call it the "crack-proof" boot. Its particular strength is in the places where other boots crack. So much here, now come in and see the boot itself.

*Sauerkraut.***Stop a Minute
and Read This.**

Sauerkraut and digestible frankfurters, 15 cents.

Sauerkraut and imported frankfurters, 25 cents.

The kind of Sauerkraut that immediately makes friends with your stomach.

Enough Said, but Not a Word Wasted.

Dressing Sacques

A new lot of pretty flanette sacques at a very little price. Solid colors—light blue, pink and red; fitted backs; full front; rolling collar with ribbon; neatly crocheted edges. Exceptionally good values at the price—50c each.

Lacks Nothing but a Price.

**There's a New
Gaslight in Town**

and it's better than yours. That last statement is rather aggressive, and its tone isn't altogether considerate, but we're inclined to think you'll be pleased to find that "it is better than yours." We feel sure it is better—we have no doubts about it.

It's the "Kern."

Let us tell you about it and show you why we think it's the best.

For a Reorganized Restaurant.

Did you know that the famous Bourse Restaurant is now under new management? Been refinished and refurnished throughout.

Stop in for lunch and see the improvements. Music from 12 to 3 and 6 to 9 o'clock.

Private rooms for before-theater suppers and banquets.

Confectionery.

Are you paying 80c a pound for bonbons and chocolates?

Probably we should also charge 80c for the finest flavored and most elegant assortment, but 30c is still our price.

Scotch kisses are delicious.

We sell them at our popular price of 30c a pound.

Mail orders filled.

*Straight Talk for Straight Whisky.***Our Whisky Is
Straight and Our
Gauge Is True.**

Did you ever see whisky gauged?

It's an interesting and instructive operation, and we would very much like to have you come in and see how it's done. Our gauge is a marvelous little instrument and quickly tells if imperfection exists.

We use it to test all the liquors we sell and are thereby enabled to guarantee their purity and standard.

Stewart is \$1.25 a quart, \$4 a gallon, and it goes about as far again as any other brand.

Makes a Good Point.

T R O U S E R S,

\$4, \$**3**
\$5, to
\$6,

Just think how they tone up an old coat and vest, then think of the price—only \$3, marked down from \$4, \$5 and \$6. Hundreds of wise buyers have already dropped in on the bargain sale and we're ready for the hundreds more to come.

Foreword of a Trousers Sale.

**Men, Take Note
and Govern
Yourselves
Accordingly.**

Saturday morning of this week we inaugurate our fifth annual sale of Sweet, Orr & Co.'s reliable trousers. These sales have come to be milestones with many men, who take this advantageous opportunity to secure one or more pairs at undervalue prices. We're busy to-day arranging stock for this great event and will be able to give details and prices in tomorrow's advertisement. Suffice it to say here that this sale will eclipse all our others in magnitude, and you remember how successful they have all been—hundreds of pairs are sold each year.

Attend to your trousers needs Saturday.

The Only One and That's
THE
Kansas City Times

You cannot do without a good medium in the great Southwest.
When placing your advertising for the coming year consider this territory, then consider

The Best Medium

THE KANSAS CITY TIMES covers an exclusive field but not a limited one. THE KANSAS CITY TIMES offers no inducement further than the best medium in a large and exclusive territory.

Rates on Application.

THE KANSAS CITY TIMES

A. A. LESUEUR, Editor. RAYMOND P. MAY, Business Manager.

**S. C. BECKWITH SPECIAL AGENCY,
Sole Agents Foreign Advertising,**

47, 48, 49 & 59 TRIBUNE BLDG., N. Y. 469 THE ROOKERY, CHICAGO.

The Advertising Record of the Four English Newspapers of Cleveland for 1900

Advances the Plain Dealer Still Further in the Lead.

Last year the PLAIN DEALER again broke all records of Cleveland newspaper advertising, making a handsome gain over its own showing in 1899, which was by many hundreds of columns greater than the results of any other local newspaper. The figures of 1900, based upon measurement of twenty inches to the columns for each newspaper, were as follows:

Plain Dealer,	12,075$\frac{1}{4}$ Columns
Press,	9,754$\frac{1}{4}$ Columns
World,	7,430$\frac{1}{4}$ Columns
Leader,	7,060 $\frac{1}{4}$ Columns

Plain Dealer's excess over Press, 2,321 $\frac{1}{2}$ Columns
 Plain Dealer's excess over World, 4,645 $\frac{1}{2}$ Columns
 Plain Dealer's excess over Leader, 5,015 $\frac{1}{2}$ Columns

Gain and Loss Compared with 1899:

Plain Dealer,	1,877 Cols. Gain
Press,	51$\frac{1}{4}$ Cols. Loss
World,	932$\frac{1}{4}$ Cols. Loss
Leader,	503$\frac{1}{4}$ Cols. Loss

Cost and Results

are the true measures of the value of any advertising medium, be it street car, billboard or newspaper.

Will it Pay?

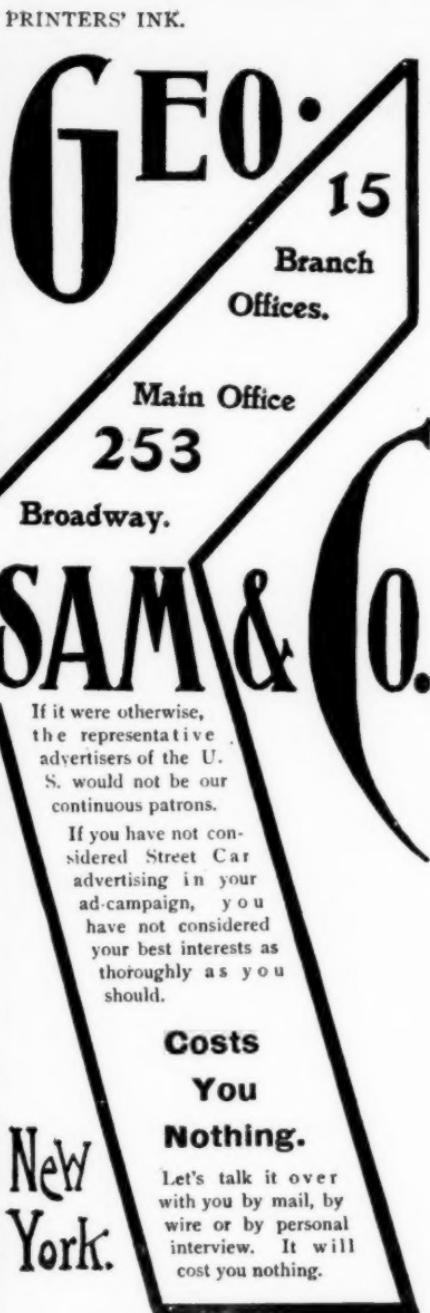
That's the perplexing problem which confronts every prospective advertiser, and one which he is particularly anxious to solve. *Will it Pay?* *Will Street Car Advertising Pay?* Ask

Ask us for facts and figures—cost and results—of advertising done for similar products as yours in our system of street cars.

We have plenty of actual, practical proof.

There can be no guess work about it then. You'll know. If it pays others, why not you? Of course, all street car advertising don't pay. It's the years of experience and thoroughness of service that has made our System of Street Car Advertising recognized, universally as

**"the kind
that pays"**



**Geo.
Kissam
& Co.,**

Not 'Top o' Column'
nor 'Next to
Pure Reading Matter
But
**Next to the
Public's Purse**

That's the "position" every advertiser gets who puts an ad in KISSAM'S Cars. Here, it will be read, remembered and result in selling more goods at less cost than any other known advertising medium.

ALFRED E. ROSE
says:

"Among good mediums I believe Street Car advertising to be among the first when properly conducted."

Regarding our service, he said:

"From a number of years experience with your firm I have found your service efficient, your dealings honorable, and your system as near perfect as could be made."

From early morn till late at night millions are forced to ride in street cars, and (unconsciously forced) to read the attractive cards right before their eyes. They have money to spend and are on their way to spend it. Are you in "position" to get some of this trade?

253

B'dw'y.

N. Y.

**Some
Seasonable
Suggestions.**

TIME was never more opportune than the present for reaping a rich harvest from judicious advertising. Mercantile pursuits everywhere show a remarkable increasing activity, which certainly indicates that the public in general have money to spend. And the keen, far-sighted business man who makes the most of this era of prosperity, will make it a point to get FACE TO FACE with the multitude of buyers—the closer the better.

That's one of the strong points of street car advertising—it's the close range, face to face kind. Your audience cannot escape, and it lies with you to convince and make them buyers of your goods. If you're in the right cars with the right display and service, you will surely succeed. Twenty-five years' experience has qualified us in conducting street car advertising acknowledged by the leading advertisers of the day, to be "the kind that pays." Can we have the opportunity of making it pay for you. Write us.

15
**Branch
Offices.**

**Main
Office,**

**253 Broadway,
N. Y.**

**Geo. Kissam & Co.,
New York.**

In
**Selling
Strength**

street car advertising is unequalled. Its circulation is not restricted to any particular class of readers, but includes people of all classes.

It includes the great mass of people who, for divers reasons, never read a newspaper.

It includes those who read only some particular part of a newspaper, and also those who, owing to press of time, glean sufficient information on the topics of the times to satisfy their minds, from a hurried perusal of the main head lines.

Altogether, they form a very large field which is practically unreachable except through

**Geo.
Kissam
& Co.**

**Street
CAR
Advertising**

because he who rides MUST read—for time being he has nothing else to attract his attention. Give him "the tip" by way of a good car card in KISSAM'S Cars—the 'kind that pays—and see how quickly he'll respond. It's the kind that

Leads.

All Astute American Advertisers

know that the money they put in Kissam's System of Street Car Advertising is money well-spent. They began with us a number of years ago—they are with us today and with increased space and number of cars. They consider street car advertising one of the best kind of mediums—they KNOW that it brings big returns and at a very low rate of cost.

SAPOLIO, IVORY SOAP
—IT FLOATS.

**RIPANS
TABULES**

H - O

**HEINZ'
PICKLES**

SEE THAT
HUMP



With many more, owe much of their popularity to

Kissam's Car Cards.

If you want this kind
of fame—the kind that
pays—there's but one
place to get it, that's

Geo. Kissam & Co.
253
Broadway, N. Y.

Many Men

who buy publicity are yet guessing in their estimation as regards the value of street car advertising. They claim it "don't pay" and yet they have never tried it. How they can tell, we don't know, but we do know that street car advertising *does pay* when conducted by us. 25 years experience has taught us *how to make it pay*.

We have built up the largest street car advertising business in the world, controlling the choicest street car lines in the most important cities of the U. S. on a system of placing, inspecting, checking, changing, etc., which stands as conclusive evidence that business placed through us **MUST PAY**. Suppose you permit us to give you some actual facts. You'll never guess again. The success of street car advertising depends largely on the service rendered. Ours is

**"the kind
that's right."**

Making Money

is like making hay,—must be made while the sun shines. The sun of prosperity is moving toward its zenith, and all signs indicate a great wave, or prosperity is here. The time to make money is **NOW**.

Past evidences show that periods of prosperity and panic alternate, first we have one and then the other. Somewhere between the years 1901 and 1904 the zenith of the present era of prosperity will be reached, then decline is sure to follow. It's high time you began to reach out for more business. Do it **NOW**.
NOW is the Time.

There is no more effective, resultful way to do it than by street car advertising. We have the cars, the plans, the ability and the experience that have made money for others. Is it worth a 2c. stamp to know what we can do for YOU? Try it. Our service is

**"the kind
that pays."**

GEO.

Kissam

&

CO.,

253

BROADWAY,

N. Y.

WE have leased from Uncle Geo. P. two pages in PRINTERS' INK for a year to tell you about the merits of the Scripps-McRae League of one-cent afternoon papers.

We don't own this space; it belongs to him as soon as our lease expires.

Until that time, however, we will utilize it each week to present to you what we believe to be accurate and fair information about these newspapers—the kind of information you have often spent your own good money to get.

We are willing to pay for the privilege of saying these things to you, but as a matter of fact you could afford to pay for this space yourself; just as much so as you can pay a lawyer for the advice and suggestions on points of law.

We have analyzed the newspaper situations carefully in Cincinnati, Cleveland, St. Louis and Covington, Ky., looked at it from your standpoint and ours, fixed the rate in the Cincinnati Post, Cleveland Press, St. Louis Chronicle and Covington Ky. Post low enough and along the right lines so that any advertiser with a legitimate proposition will succeed if he uses these papers intelligently.

The Cincinnati Post prints, circulates and

gets paid for over one hundred and thirty-three thousand copies a day.

The Cleveland Press does the same thing with ninety-three thousand copies.

There are fifty-three thousand people in St. Louis and surrounding territory who are waiting and pay for a copy of the St. Louis Chronicle every afternoon.

The Chronicle gives more circulation for the money than any other paper in St. Louis.

In Covington, Ky., we have a "cinch." The people there who want to keep in daily touch with the world are obliged to read the Covington Post.

It is the only daily paper published in Covington, and there are thirteen thousand people around there who take it.

It must be, however, that they wanted the paper and found merit in it, as they continued to subscribe for it, while the Post's competitor continued to lose its readers until they were forced to suspend publication.

F. J. Carlisle is in charge of our foreign advertising department, with an office in the Tribune Building, New York, and one in the Hartford Building, Chicago.

He will be glad to give you information and accurate data pertaining to the papers.

11,559

orders received during the year 1900, every one accompanied by the cash and secured without the aid of salesmen or branch houses, is a record which no other ink house in the world can boast of, and I doubt if any of them can equal that number of orders, even though they employ a host of salesmen and trust every Tom, Dick and Harry that chooses to deal with them.

I fell behind one hundred and forty-four orders from my record of 1899, but realizing that my competitors are selling at my prices on credit, I think I held my own. I trust no one, but even then I get a bad check occasionally. Last year I lost six dollars, but one out of eleven thousand five hundred and fifty-nine is not a bad showing. I know of a competitor who lost \$1,500 in one failure last year, and the Lord only knows how much more he lost, as he will never tell. Of course he gets better prices for his inks, and even if he loses two out of every five accounts on his books the other three which he collects will make up the deficiency. My total bad debts in seven years have not reached over \$50, and this is one of the main reasons why I can sell inks at one dollar a pound for which my competitors charge two dollars, three dollars and even five dollars. Printers pay according to the rating they hold with the head of the ink house. The catalogue prices are alike to all, but the discounts vary considerably. Start from now on to pay cash for your inks and at the end of the year you will be free from debt and have money in the bank. Send for my price list. Address

PRINTERS INK JONSON,

13 Spruce St.,

New York.